

2023 BRYAN SCHOOL PROFESSIONAL DEVELOPMENT CONFERENCE



Event Sponsorship Benefits

EVENT DESCRIPTION

From sessions with industry experts to free headshots, networking tips, resume reviews, and a mixer featuring more than 40 organizations to mingle with over hors d'oeuvres and drinks, the Bryan School's annual Professional Development Conference provides students with countless ways to improve their career readiness.

Date: September 20, 2023 | 9 a.m. - 5:30 p.m.

Location: UNC Greensboro, Elliott University Center

Audience: Bryan School undergraduate and graduate students, faculty, staff and employer partners

Attendance: 700 Bryan School students in 2022



DIGITAL MARKETING REACH

Social

LinkedIn: 8,000

Facebook: 4,000

Instagram: 2,300

Email

Student email: 4,300

Employer Relations newsletter: 2,700

Alumni newsletter: 14,600

SPONSORSHIP OPPORTUNITIES

		Presenting \$10,000	Executive \$5,000	Premier \$2,500	Contributing \$1,000
BRAND EXPOSURE	Organization name or logo paired with event name on digital and printed materials	★			
	Organization logo printed on invitations and signage	★	★		
	Organization name on conference session introduction slide	★	★	★	★
	Organization name on sponsors poster	★	★	★	★
SOCIAL MEDIA	2 Organization mentions on social media event posts	★			
	1 Organization event post share on select social media outlets	★			
	1 Organization mention on select social media outlets	★	★	★	
EMAIL & WEBSITE	Recognition in student event emails (2x)	★	★	★	
	Recognition in alumni newsletter (Fall issue)	★	★		
	Recognition in Employer relations newsletter (Fall issue)	★	★		
	Organization logo hyperlink on event website	★	★		
	Organization name on event website	★	★	★	★
COMPANY MIXER ENGAGEMENT	Optional speaker remarks during event	★			
	Priority table location and larger exclusive space	★			
	Priority table location		★		
	Organization logo printed on cocktail napkins	★			
	Number of sponsorships available:	1	3	Unlimited	Unlimited

Sponsorship payments must be received one month prior to the event date for all benefits to be included.

In-kind donations may be accepted in lieu of monetary donations.

Questions? Contact Stephanie Weber, Employer Relations Manager: srweber@uncg.edu