

9TH ANNUAL BACK 2 BUSINESS PARTY

Event Sponsorship Benefits



EVENT DESCRIPTION

Kick off the academic year with a welcoming celebration of our Bryan School students. Attendees get to enjoy savory and sweet food trucks, a free T-shirt, and access to special field-level seating at a UNCG soccer game.

Date: August 29, 2024 | 4:30 p.m. – 7:00 p.m.

Location: UNC Greensboro, soccer stadium

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

Attendance: 700+ in 2023



DIGITAL MARKETING REACH

Social

LinkedIn: 9,400
Facebook: 4,100
Instagram: 2,700

Email

Student email: 4,000
Employer Relations newsletter: 3,000
Alumni newsletter: 15,300

SPONSORSHIP OPPORTUNITIES

		T-Shirts \$5,000	Contributing \$1,000
STUDENT ENGAGEMENT	Table at event	★	★
	Promotional giveaways provided by sponsor	★	★
BRAND EXPOSURE	Organization name on event T-shirts	★	
	Organization name on event poster	★	★
SOCIAL MEDIA	Organization mention on select social media posts	★	
EMAIL & WEBSITE	Recognition in select student event emails	★	★
	Recognition in Fall alumni e-newsletter	★	
	Recognition in Fall employer relations e-newsletter	★	
	Organization logo hyperlink and name on event website	★	★
Number of sponsorships available:		3	5

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 Jaap-Jan Van Duin, Assistant Dean of External Affairs: j_vandui@uncg.edu