

2024 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 up to 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 18, 2024 | 9 a.m. - 6 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 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

Presenting
\$7,500

Premier
\$2,500

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

Organization mentions on social media event 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



COMPANY MIXER ENGAGEMENT

Priority table location



Organization logo printed on cocktail napkins



Number of sponsorships available:

1

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