

11TH ANNUAL BACK 2 BUSINESS PARTY

Event Sponsorship Benefits

EVENT DESCRIPTION

The 11th Annual Back to Business Party is the Bryan School of Business and Economics' signature welcome event, designed to kick off the academic year by fostering school pride, student engagement, and meaningful connections within the Bryan School community. This year's carnival-themed celebration will welcome more than 650 Bryan School students for an evening of complimentary carnival-inspired food, interactive entertainment, including inflatable carnival games, a strolling magician, caricature artists, balloon animals, and more. This event also provides students with the opportunity to connect with key employer partners. As one of the Bryan School's largest annual traditions, Back to Business provides a relaxed, fun environment for sponsors to network with students, increase brand visibility, and build relationships with future business professionals at the very beginning of the academic year.

Date: August 27, 2026 | 5:00 p.m. – 7:00 p.m.

Location: UNC Greensboro, Middle College

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

Attendance: 675+ in 2025



DIGITAL MARKETING REACH

Social

LinkedIn: 11,700+

Facebook: 4,200+

Instagram: 3,600+

Email

Student email: 4,500+

Employer Relations newsletter: 2,500+

Alumni newsletter: 16,100+

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	★	★

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 Courtney Haynes, Employer and Corporate Relations Manager:
cchaynes@uncg.edu