

45th Annual NSBE/SHPE Career Fair

Sponsorship Packages



Upon choosing your sponsorship package, please select options where applicable. Description of these perks are included below with helpful information to aid in customizing your package.

Company Name: _____

Company Contact Information:

Name: _____

Email: _____

Bronze Sponsor (\$300)

- ❖ Logo included on the NSBE/SHPE Career Fair website
- ❖ Logo included on Handshake website
- ❖ Social Media Mention – On NSBE/SHPE Career Fair Instagram¹

Select all that apply:

- Ability to submit Career Fair Tips on topic of your choice²
- Ability to submit Pitch Video³

Swag Items
(select one)

- Wristbands
- Keychain

Silver Sponsor (\$500)

- ❖ Everything included in Bronze Package
- ❖ Campus Advertisements (Flyers)

Select all that apply:

- Ability to submit Career Fair Tips on topic of your choice²
- Ability to submit Pitch Video³
- Ability to send attendees dedicated email blast⁴
- Ability to submit dedicated Social Media Post⁵
- Exclusive Sponsor Showcase Day prior to Career Fair (Virtual & In-Person)***

Swag Items
(select one)

- Lanyards
- Mugs

Gold Sponsor (\$800)

- ❖ Everything included in the Bronze & Silver Package
- ❖ Highlight on Student Registration Page
- ❖ Featured Employer on top of Employer List⁶
- ❖ Logo on Campus Bridge Banner

Select all that apply:

- Ability to submit Career Fair Tips on topic of your choice²
- Ability to submit Pitch Video³
- Ability to send attendees dedicated email blast⁴
- Ability to submit dedicated Social Media Post⁵
- Exclusive Sponsor Showcase Day prior to Career Fair (Virtual & In-Person)***

Swag Items
(select one)

- Lanyards
- Mugs
- Padfolios
- Reusable Water Bottles

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Perk Descriptions



(1) Social Media Mention

On NSBE/SHPE Career Fair's Instagram, sponsored employers will be mentioned along with their logo via a story post prior to the career fair.

(2) Career Fair Tips

The Career Fair Tips tab on the app will display useful tips for attendees to utilize prior, during, and post the event. Employers can sponsor helpful tips, resources, and information that will be featured on the tab. Topics can include career fair best practices, virtual interview tips and tricks, interview follow-up, how to nail the 60 second pitch, etc. These tips will also be posted on the NSBE/SHPE Career Fair's Instagram. **Employer must submit their Career Fair Tip material at least two weeks prior to the event (September 14th).**

(3) Pitch Video

Opportunity for an employer to post a 30-60 video in their Employer Profile that shares information about their company. Video can include employee testimonials, recruiter introductions, promo video, etc. There is no size limit and the platform can support about any video file type (recommend providing a high resolution video such as 1080p). **The employer must provide a source file for video at least two weeks prior to the event (September 14th).** Cannot accept a link to a video hosted on other sites such as YouTube or Vimeo.

(4) Email Blast

The NSBE/SHPE Career Fair has a mailing list of all Career Fair attendees that sponsored employers may send emails prior and post the event. Emails can include company information, boothing details and times, job openings, etc. Each sponsored employer can send 1 email prior to the event and 1 email after the event. **The employer must provide the formatted email (including links and attached images) for Career Fair staff to forward at least a day in advance to when the employer would like it to be sent.**

(5) Dedicated Social Media Post

On NSBE/SHPE Career Fair's Instagram, employers may request a main profile and story post be made spotlighting their company. Posts can include a tag to the company's official Instagram and intro, job postings, boothing times, promotional info, etc. Each sponsored employer can post 1 main profile post and 1 story post prior to Career Fair. **For a profile post, employer must provide the post image and description at least 2 days prior to the desired date of posting. For story post, employer must provide a story image and any text or tags to accompany on story post at least 2 days prior to desired date of posting.**

(6) Featured Employer on top of Employer List

Each time the app shows the employer list, it will randomly select one of the employers from the list of Gold Sponsors and place them at the top of the list with a different background and a slightly larger row that includes some of that employer's overview/description.

(Sponsor Showcase*

Exclusive to Silver and Gold Sponsors, the career fair site will be reserved on Thursday (the day right before the in person Career Fair and the day of the virtual Career Fair) for employers to host information sessions, meet and greets, and any other desired sessions. This is an opportunity for employers to get early access to attendees and connect with potential candidates prior to the main event. Showcase format will be four 30-minute sessions (2 hours total).