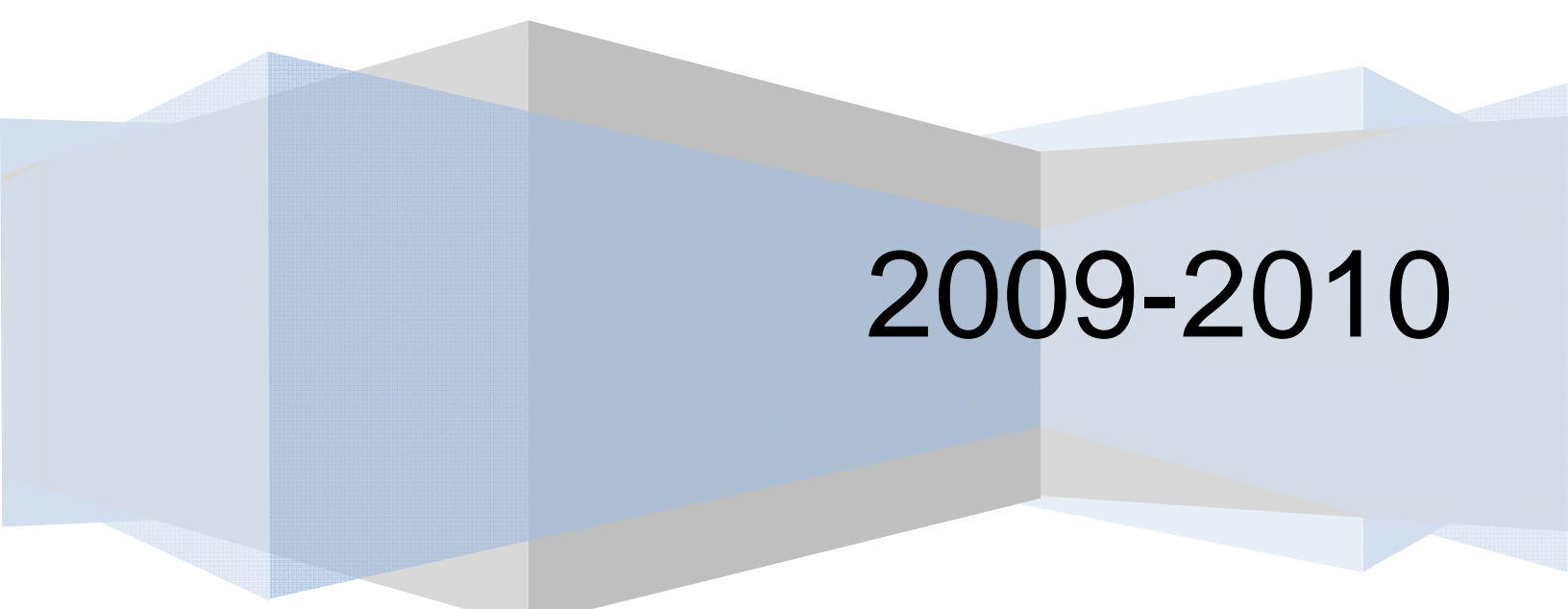


Tennessee Tech University

# Sponsorship Opportunities

Helping You Build Your Brand On-Campus  
Career Services



2009-2010

**2009-2010 Sponsorship Opportunities  
Tennessee Tech University Career Services**

There are several ways your company can sponsor activities, events and programs in order to gain additional brand exposure to TTU students and alumni. Become a TTU **Corporate Partner** today – it’s a win-win-win situation for TTU Career Services, your company and TTU students!

**Career Fair Sponsorship**

Career Services hosts four on-campus career fairs each year. The university-wide career fair is held every October and is our largest recruiting event. Two fairs are held in February, our engineering/technical fair and our healthcare fair. Each March we offer a business/nontechnical fair.

Career Fair sponsorship provides branding opportunities to our employers prior to and during the career fair recruiting event. Three sponsorship levels have been established and are available for each on-campus career fair. Career Fair student and alumni attendance for the university-wide fair in October normally exceeds **1,700**, the engineering and business fair attendance exceeds **500**, and our healthcare fair includes ALL nursing majors and healthcare related majors, exceeding **125** students in attendance. Sponsorship rates include the career fair registration fee, lunch and breakfast.

<b>Sponsorship Level</b>	<b>Benefits</b>	<b>Rate</b>
Gold Sponsor	Premier booth location – high traffic area, company logo on website (two locations) logo designation on all pre-fair marketing collateral, reserved parking at University Center	\$1,000
Silver Sponsor	Company logo on website (two locations) and on all pre-fair marketing collateral	\$ 750
Bronze Sponsor	Company logo on all pre-fair marketing collateral	\$ 500
FASTPASS	As a FASTPASS participant, you will receive resumes one week prior to the event so that you can preview candidates, and you will be invited to attend a pre-career fair networking event with faculty and department chairpersons.	\$ 100

**“Featured” Employer Sponsor-Career Services Homepage**

What better way to increase your brand exposure than by spotlighting your company logo on the Career Services homepage. Only one sponsor is highlighted each month so you have 100% of the student’s attention for 30 days. Your logo will have a premium location on the upper portion of the page and will have a direct hyperlink to your designated website. **\$300** per month

**PodCast and Video Sponsorships**

TTU Career Services is proud to offer audio and video podcasts on our website. These quick downloadable MP3 programs and videos include three minutes of career-related tips and instructions for students and alumni. Sponsorship of a three minute session is available. All programs will remain on the website and accessible to students during the academic school year. Sponsor names will be branded on the program before and after the program content.

<b>Web Downloadable Program</b>	<b>Sponsorship Level</b>
Podcast - 3 minute MP3 program	\$100
Video pre and post tag	\$300

**Workshop and Special Event Sponsorship**

Each semester Career Services conducts workshops open to all students. Sponsorships are available to employers in order to underwrite the costs associated with several of our workshops including: an etiquette dinner; networking event; and advice-and-a-slice workshops. In addition, employers may want to participate as a sponsor of a skill-building workshop (i.e. resume skills) by providing door prizes or financial support to purchase door prizes.

<b>Workshop Topic</b>	<b>Sponsorship Levels</b>
Etiquette Dinner – 1 table - five course dinner	\$100
Networking Event – 30 students/finger foods	\$300
Advice and a Slice – 100 students/lunch	\$300
Skill Building Workshop – 50 students/door prizes	\$250
MBA Skill Building Seminiar	\$250
Information Table – University Center	\$35
Information Session	\$25

**The Perfect Interview – Exclusive Sponsorship**

This branding option allows your logo and website URL to be visible to **ALL** students on the virtual interview system, *Perfect Interview*. As exclusive sponsor, you would have brand exposure for the entire year, January – December. What better way to help students improve their interviewing skills? **\$800 per year**



**Career Assessment – Exclusive Sponsorship**

Interested in helping students determine their career interests? By becoming our exclusive sponsor for our *Type-Focus* on-line career assessment system, your logo will be highlighted on all web pages in this dynamic system for 12 months. This is a great way to build brand recognition with our freshmen students. All freshmen are encouraged to take a career assessment and use the system during their four years at the university. **\$1,000** per year

**HDTV Video/PowerPoint Sponsorship**

A new sponsorship opportunity is available by building your brand in the Career Services Office in the Roaden University Center. A 42” wide-screen HDTV will provide messages to students regarding on-campus recruiting events, workshops and career announcements. As exclusive sponsor, your logo would be on all PowerPoint message content. In addition your corporate video could be played on the screen throughout the day. **\$200** per month

**The Career Guide**

Our 8 ½” x 11” student magazine will allow you to advertise with full page, ½ page or ¼ page ads. The career guide provides students with information on interviewing, resume and job search skills. The guide is published each fall and 1,000 copies are distributed to students and alumni over a 12-month period. This sponsorship option provides 12 months of advertising exposure for one low price. Additionally, your company logo will be prominently displayed on the Career Services website for all students to see.

<b>Career Guide Ad Size</b>	<b>Advertising Rates*</b>
Premium 4-color inside back cover	\$2,395
Premium 2 page inside spread	\$2,995
Full Page Color	\$2,095
½ Page Color	\$1,795
¼ Page Color	\$1,295
Full Page B/W	\$1,795
½ Page B/W	\$1,395
¼ Page B/W	\$ 795

All sponsorship funds received by Career Services directly promote our student events and allow our office to provide creative, innovative and relevant student programs. Our **Corporate Partners** are crucial to the success of our students and of our office! Become a **Corporate Partner** today! Contact: Alice Camuti, 931-372-3266.