Career Center Employer Sponsorship Program
2013 - 2014

Our Employer Sponsorship Program is an exclusive partnership opportunity designed to maximize your corporation’s recruiting effectiveness at San Jose State University. The benefits offered through this program have been packaged to enhance your on-campus recruitment experience and to increase your branding and visibility on campus.

EMPLOYER SPONSOR BENEFITS:

Visibility
• Prominent display of organization logo and link on Career Center website (over 25,000 views monthly).
• Year-round visibility through Employer Sponsorship display in Career Center.
• Recognition of sponsorship on marketing materials for events.
• Priority invitation for presence/participation in Career Center panels and other programming.

Customized Recruiting Solutions
• Consultative meeting with a Career Center Employer Services Team member to develop strategic recommendations to enhance recruiting efforts.
• Identification of appropriate student organizations and faculty contacts.

Job/Internship Fairs
• Waived fees for fairs.
• Prime booth location for traffic and visibility
• Recognition as Employer Sponsor on marketing materials.

Sponsorship packages are available for either one (1) or two (2) years.

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<tr>
<th>Spartan Gold:</th>
<th>$5,000/1 year</th>
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<tbody>
<tr>
<td>• Complimentary Career Fair registration for all Career Center sponsored fairs for one academic year.</td>
<td>• Featured employer/guest writer for Career Center blog/CC website.</td>
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<td>• Branded Give-a-ways (you supply - we distribute to students at Career Fairs.)</td>
<td>• Access to targeted student organizations and department faculty.</td>
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| • Advance notification of recruiting activities. | • Complimentary Information Sessions (2 per year).
| • Company logo and link on Career Center website. | Direct emails to a target student population.
| • Recognition as a Career Center Sponsor in Career Center publications, website, Career Center Facebook Page, and on sponsorship wall in our Center. | (4/year). |
| • Access to Resume Books (on-line database). | • Complimentary Parking Permits for recruiting events.
| • Consultation with Career Center Employer Services Manager. | • Showcase your organization to Career Center team.
| • Access to targeted student organizations and dept. faculty. | • Preferred participant status in workshops and events.
| • Complimentary Information Sessions (1/year). | • Certificate of Sponsorship for framing. |
| • Direct emails to a target student population (2/year). | Access to targeted student organizations and dept.
| • Complimentary Parking Permits for recruiting events. | faculty. |
| • Showcase your organization to Career Center team. | • Complimentary Information Sessions (1/year).
| • Preferred participant status in workshops and events. | • Direct emails to a target student population (2/year).
| • Certificate of Sponsorship for framing. | • Complimentary Parking Permits for recruiting events.
| • Access to targeted student organizations and dept. faculty. | • Showcase your organization to Career Center team.
| • Preferred participant status in workshops and events. | • Certificate of Sponsorship for framing. |

Spartan Blue: $3,500/1 year

• Complimentary Career Fair registration for four (4) Career Center sponsored fairs for one academic year.
• Branded Give-a-ways (you supply - we distribute to students at Career Fairs.)
• Advanced notification of recruiting activities.
• Company logo and link on Career Center website.
• Recognition as a Career Center Sponsor in Career Center publications, website, Career Center Facebook Page and on sponsorship wall in our Center.
• Access to resume Books (on-line database)
**Spartan Partner:**

- Complimentary Career Fair registration for two (2) Career Center sponsored fairs for one academic year.
- Branded Give-a-ways (you supply - we distribute to students at Career Fairs.)
- Advance notification of recruiting activities.
- Recognition as a Career Center Sponsor in the Career Center publications, website, Career Center Facebook page and on sponsorship wall in our Center.

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<tr>
<th>Spartan Partner:</th>
<th>$2,000/ year</th>
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<td><strong>•</strong> Complimentary Career Fair registration for two (2) Career Center sponsored fairs for one academic year. <strong>•</strong> Branded Give-a-ways (you supply - we distribute to students at Career Fairs.) <strong>•</strong> Advance notification of recruiting activities. <strong>•</strong> Recognition as a Career Center Sponsor in the Career Center publications, website, Career Center Facebook page and on sponsorship wall in our Center.</td>
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**Spartan Job Fair Sponsor:**

- Attendance at Career Center sponsored job fairs for 1 or 2 semesters with high visibility location at the event.
- Extra promotional marketing exposure on our website and targeted communication to our students and campus community as a Job Fair Sponsor.
- Special Recognition at event includes:
  - Two six-foot tables
  - 10ft x 10ft Free-standing display
- Special signage
- Complimentary wireless connection.

**Spartan Job Fair Sponsor:**

<table>
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<tr>
<th>Spartan Job Fair Sponsor:</th>
<th>$900/1 semester</th>
<th>$1,700/2 semesters</th>
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<td><strong>•</strong> Complimentary Career Fair registration for two (2) Career Center sponsored fairs for one academic year. <strong>•</strong> Branded Give-a-ways (you supply - we distribute to students at Career Fairs.) <strong>•</strong> Advance notification of recruiting activities. <strong>•</strong> Recognition as a Career Center Sponsor in the Career Center publications, website, Career Center Facebook page and on sponsorship wall in our Center.</td>
<td></td>
<td><strong>•</strong> Staff your area with up to 4 representatives who will be provided with special name tags and job fair sponsor ribbons. <strong>•</strong> No charge for electrical outlet. <strong>•</strong> Complimentary Parking permits (for event). <strong>•</strong> Access to Resume Books (an online database of student resumes). <strong>•</strong> Recognition as a Career Center Sponsor in Career Center publications, websites, Career Center Facebook page, and on sponsorship wall in our Center.</td>
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**OTHER WAYS TO PARTNER WITH US!**

**Spartan In-Kind-Gifts Sponsors: Donation**

The Career Center also offers the opportunity for sponsorship of materials and in-kind gifts (donation of computers, web cams, DVD player, flat screen television monitor, office equipment, logo shirts, promotional gifts, gift certificates, products, etc.)

**Social Media Sponsor**

Facebook/Blog Campaign

**Naming Opportunity**

Naming of a designated area within the Career Center (i.e. interview room or Career Resource Center)

**Custom Screen Saver**

Your name and logo will be placed as a screen saver on all computers (6) used by our Students in our Career Resource Center.

**Employer Opportunities: Educate, Network, and Make a Difference**

As an Employer Educator, you would be available to meet with students in various venues. We have activities such as Employer Lead Workshops, Resume Critiques, Mock Interviews, and Panel participants — **This is a gift of your time and expertise.**

Companies may work with the Career Center to personalize their sponsorship should the above services not be applicable to your company. For more information about our sponsorship opportunities, please contact Lisa Trikofski at (408) 924-6016 or Lisa.Trikofski@sjsu.edu.