Career Center Employer Sponsorship Program
2014 - 2015

Our Employer Sponsorship Program is an exclusive partnership opportunity designed to maximize your organization’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.

The SJSU Career Center delivers unparalleled customer service through responsive staff, sophisticated software, and career consultants who work closely with our academic colleges. Our centralized services for all majors and levels of expertise provide a “single point of contact” approach to recruiting for employers.

If your organization is seeking additional ways to set itself apart and improve campus presence, you may want to consider becoming a Career Center Employer Sponsor. Sponsorship packages are available for one (1) year.

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.

Spartan Titanium: $7,500/1 year
- Complimentary Career Fair registration for all Career Center sponsored fairs for one academic year. Twelve (12) representatives from your organization may attend each event. High visibility location at all fairs with electrical and wireless connection, and special signage.
- Branded Give-a-ways (you supply – we distribute to students at Career Fairs.)
- Advance notification of all recruiting activities.
- Recognition as Career Center sponsor in Career Center publications, website, Career Center Facebook page, and on sponsorship wall in our Center.
- Employer name, logo, and hyperlink featured on sponsorship acknowledgement page – Career Center website.
- Access to Resume Books (on-line data base)
- Consultation with the Career Center Employer Services Lead.
- Featured employer/guest writer for Career Center blog – Career Center website.

- Complimentary Information Sessions to showcase your organization (2 per academic year).
- Employer of the week status during the week of your information session (2 per academic year).
- Branded flash drives given out at the job fair or information session. Just provide your recruiting content and the Career Center will add it to a maximum of 100 flash drives.
- Direct emails to a targeted student population (4 per academic year) to students advertising opportunities within your organization.
- Complimentary Parking Permits provided for recruiting events.
- Showcase your organization to Career Center Team.
- Preferred participant status in workshops.
- Certificate of Sponsorship suitable for framing.

Career Center programs are provided without regard to race, color, religion, origin, sex, sexual orientation, marital status, age and/or disability. Reasonable accommodations for persons with disabilities available with prior notice. Call for assistance: 408.924.6031
### Spartan Gold:

- Complimentary Career Fair registration for all Career Center sponsored fairs for one academic year. Eight (8) representatives from your organization may attend each event. High visibility location at all fairs with electrical and wireless connection, and special signage.
- Branded Give-a-ways (you supply – we distribute to students at Career Fairs.)
- Advance notification of all recruiting activities.
- Recognition as Career Center sponsor in Career Center publications, website, Career Center Facebook page, and on sponsorship wall in our Center.
- Employer name, logo, and hyperlink featured on sponsorship acknowledgement page – Career Center website.
- Access to Resume Books (on-line data base)
- Consultation with the Career Center Employer Services Lead.

### Spartan Blue:

- Complimentary Career Fair registration for four (4) Career Center sponsored fairs for one academic year. Six (6) representatives from your organization may attend each event. High visibility location at all fairs with electrical and wireless connection, and special signage.
- Branded Give-a-ways (you supply – we distribute to students at Career Fairs.)
- Advance notification of all recruiting activities.
- Recognition as Career Center sponsor in Career Center publications, website, Career Center Facebook page, and on sponsorship wall in our Center.
- Employer name, logo, and hyperlink featured on sponsorship acknowledgement page – Career Center website.

### Spartan Partner:

- Complimentary Career Fair registration for two (2) Career Center sponsored fairs for one academic year.
- 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.
- Access to Resume Books (on-line database)

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uumag Career Center Your COMPETITIVE EDGE
**Spartan Job Fair Sponsor**  $1000/1 semester

- Complimentary Career Fair registration for one Career Center sponsored job fair 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 10 ft. free-standing display
  - Special signage.
  - Staff your area with up to 4 representatives who will be provided with a special nametag and Job Fair Sponsor ribbon.
- Complimentary wireless connection.
- No charge for electrical outlet.
- Complimentary Parking Permits (for event).
- Access to Resume Books (on-line data base of student resumes).
- Recognition as a Career Center Sponsor in Career Center publications, website, Career Center Facebook page and on sponsorship wall in our Center.

**Nonprofit Sponsorship**  $200/1 semester

- Participation in the Nonprofit and Public Service Forum.
- Complimentary Career Fair registration for one Career Center Sponsored job fair.
- Special recognition at the fair includes:
  - Prime booth location.
  - One six foot table.
  - Special signage.
  - Staff your area with up to 2 representatives who will be provided with a special nametag and Job Fair Sponsor ribbon.
- No charge for wireless access
- No charge for electrical hookup
- Extra promotional marketing exposure on our website and targeted communication to our students and campus community as a Job Fair Sponsor.
- Complimentary Parking Permits (for event).

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**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 tv monitor, office equipment, logo shirts, promotional gifts, gift certificates, products, etc.

**Social Media Sponsor**  $500/1 year

Facebook/Blog Campaign

**Naming Opportunity**  $2,000/1 year

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

**Custom Screen Saver**  $2,000/1 year

Your name and logo will be placed as a screen saver on all computers (5) used by our Students in our Career Resource Center.

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**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.