



2020-21

## EMPLOYER SPONSORSHIP OPPORTUNITIES

Increase your visibility on campus while supporting career services and programs for Carolina students. Choose the sponsorship opportunity that's the best fit for your organization.



### CAREER PEER PROGRAM \$2,000

Career Peers play a fundamental role in the UCS mission and vision by meeting approximately 3,000 students per year through one-on-one and drop-in appointments and creating programs to help students reach their future goals.

#### Employer Benefits

Logo featured in all peer programming and marketing • Engagement in at least one peer meeting • Representation in peer programs • Routine check-ins and updates • End-of-year reporting

#### Student Benefits

Additional funding to support peer programs and materials • Employer insight on area of expertise and inclusive practices in the workplace • Option for virtual trek with employer



### SIGNATURE PROGRAMS \$500 – \$1,000 PER PROGRAM

Spring 2021 programs targeting special student populations include diversity, equity and inclusion initiatives. Options include: 1) Up-Skilling Workshops, 2) Job Shadowing and Career Treks, 3) Career & Networking Fairs, and 4) E3 Acceleration & Advancement (entrepreneurship, employment and education).

#### Employer Benefits

Logos on all marketing for the event • Featured on a panel or as keynote speaker for the event

#### Student Benefits

Expanded resources for signature programs and built-in engagement opportunities • Post-event impact reporting and pictures from the event

## EMPLOYER HIGHLIGHTS

Through University Career Services in 2019-20, employers conducted:

**2,940**  interviews

**175 info sessions** with **331 students**

 **231** virtual events reaching more than **33,000 students**

### FRIENDS OF UNIVERSITY CAREER SERVICES \$500 – \$5,000 ANNUALLY

Flexible contribution to support UCS student programming, operational efforts, and staff professional development.

#### Employer Benefits

Recognition on the University Career Services website (\$1,000+) • Marketing to families and alumni • End-of-year ROI reporting demonstrating impact on student career development

#### Career Services Benefits

Flexible funding for Career Services staff development, student programming and other operational needs