



TEXAS TECH UNIVERSITY  
Rawls College of Business

Career Management Center™

# CORPORATE SPONSOR PROGRAM | 2021-2022



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Rawls College of Business

## Career Management Center™

The Rawls Career Management Center (CMC) cordially invites you to join us as a corporate sponsor for the 2021-2022 academic year. Your partnership will help us prepare the best students possible for your recruiting needs!

The Rawls CMC Corporate Sponsor Program is an opportunity to enhance your company's presence at the Rawls College of Business, as well as support valuable Career Management Center programs, such as networking events, resume reviews, interview preparation sessions, and more. In addition, your participation as a corporate sponsor helps to send our staff to annual conferences so we can ensure we are providing cutting-edge services and up-to-date advice to our students.

The Corporate Sponsor Program is specifically designed to strengthen your company's brand awareness within the Rawls College of Business. Your participation will include a number of benefits, such as priority on-campus interviews, recognition at CMC events, Employer Spotlights on our website, social media posts highlighting your recruiting efforts, and much more! Please see the enclosed details for all the benefits received at each sponsorship level.

The Rawls Career Management Center is committed to providing students and alumni with career development tools that will prepare them for lifetime of professional success. We look forward to our partnership with you!

If you are interested in participating, or have any questions about the program, please feel free to reach out to me at the contact information below and I will be happy to assist you! The deadline to join the 2021-22 Corporate Sponsor Program is July 1, 2021.

Thank you,

Barry Broughton  
Senior Director  
Rawls Career Management Center  
806-742-4530  
barry.broughton@ttu.edu

# Corporate Sponsor Program



BRONZE PARTNER



SILVER PARTNER



GOLD PARTNER

Brand Recognition	\$4,000	\$6,000	\$10,000
Corporate logo displayed in various Rawls CMC marketing locations	✓	✓	✓
Company name and logo on the Rawls Career Management Center website with link to company homepage	✓	✓	✓
CMC social media spotlight	1 post/semester	3 posts/semester	5 posts/semester
Company is highlighted once a semester in the RawlsREADY Rundown newsletter	✓	✓	✓
Banner ad posted in Career Fair Plus app		✓	✓
Quarter page ad in the Rawls CMC Career Resource Handbook			✓
CMC Student Social event sponsor			✓
Student Interactions and Sponsorship			
Discounted registration for the Rawls Career Fair each semester (based on registration level)	✓	✓	✓
Host an on-campus connection session	✓	✓	✓
Priority on-campus interview rooms each semester	✓	✓	✓
Discounted registration fees for Meet the Firms, Meet the Industry and Etiquette Dinner		✓	✓
Priority booth position at the entrance of the career fair			✓
Rawls CMC Student Business Council scholarship sponsor			✓
Rawls CMC Student Business Council luncheon			✓
Rawls CMC Interview Suite Sponsor			✓



## Bronze Sponsorship \$4,000

- Free Basic Registration at the Rawls Career Fair each fall and spring semester. Basic Registration will be located on Corporate Sponsor Row.
- Company highlighted on the Rawls CMC social media outlets once each semester.
- Corporate logo in the Rawls CMC Career Resource Handbook.
- Company is highlighted once each semester in the RawlsREADY Rundown newsletter.
- Priority on-campus interview rooms each semester.
- Corporate logo and link to company website on rawlscmc.com.
- Corporate logo displayed on the Rawls CMC lobby digital board.



## Silver Sponsorship \$6,000

- Free Basic Registration or half-price Premium Registration at the Rawls Career Fair each fall and spring semester. Basic Registration will be located on Corporate Sponsor Row; half-price Premium Registration will be located at an end cap location.
- Company highlighted on the Rawls CMC social media outlets three times per semester.
- Corporate logo in the Rawls CMC Career Resource Handbook.
- Company is highlighted once each semester in the RawlsREADY Rundown newsletter.
- Priority on-campus interview rooms each semester.
- Corporate logo and link to company website on rawlscmc.com.
- Corporate logo displayed on Rawls CMC digital boards located within the Rawls College of Business.
- Half-price registration for one of the following: Meet the Firms, Meet the Industry, or one table at either the spring or fall Etiquette Dinner.
- Banner ad posted in the Career Fair Plus app. This app is used by Rawls students to navigate the Rawls Career Fair and research the companies in attendance.
- Rawls CMC will cover \$100 per year toward a connection session.



## \*Gold Sponsorship \$10,000

- Free Premium Registration at the Rawls Career Fair each fall and spring semester. Career fair booth will be located on an endcap at the entrance to the fair. Carpet will be provided at no charge.
- Company highlighted on the Rawls CMC social media outlets five times per semester.
- Corporate logo in the Rawls CMC Career Resource Handbook.
- Company is highlighted once each semester in the RawlsREADY Rundown newsletter.
- Priority on-campus interview rooms each semester.
- Corporate logo and link to company website on rawlscmc.com.
- Corporate logo displayed on Rawls CMC digital boards and other signage throughout the Rawls College of Business.
- Free registration for one of the following: Meet the Firms, Meet the Industry, or one table at either the spring or fall Etiquette Dinner.
- Banner ad posted in the Career Fair Plus app. This app is used by Rawls students to navigate the Rawls Career Fair and research the companies in attendance.
- Rawls CMC will cover \$250 per year toward a connection session.
- Exclusive lunch with the Rawls CMC Student Business Council members. The Rawls CMC will arrange one lunch per year on the date of your choice for up to five of your company representatives and the current Student Business Council members. These students are elite members of the Rawls College of Business that also work in the Rawls Career Management Center.
- Free quarter page ad in the Rawls CMC Career Resource Handbook that is printed and handed out to students.
- Featured as a CMC Student Social sponsor. The CMC hosts student socials to promote CMC events. One student social will be sponsored by your company.
- Rawls CMC Student Business Council scholarship sponsor. \$1,000 of your sponsorship will support Rawls CMC Student Business Council members (A \$100 scholarship will be given to each of the 10 students each year).
- Rawls CMC Interview Suite Sponsor.\*\* Gold level corporate sponsors will have a company nameplate mounted on the entrance to one of our interview suites or our student resource room.

\* Limited to five company sponsorships.

\*\* A three year commitment is encouraged due to the interview suite naming process.



## MISSION STATEMENT

Cultivating student success since 2003, the Rawls Career Management Center empowers students by helping them Prep, Connect, Get Hired, and Succeed.

**PREP** | Provide professional knowledge and tools through coaching, workshops and events to equip students for career success.

**CONNECT** | Collaborate with employer partners to create networking and career opportunities.

**GET HIRED** | Assist students in the recruiting process with resources such as Handshake, on-campus interviews, and career fairs.

**SUCCEED** | Encourage confidence through established professional skills, allowing students to thrive in the workplace.

# Handshake

[hirerawls.joinhandshake.com](https://hirerawls.joinhandshake.com)



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