

Robinson CAC - Employer Program Support Opportunities 2022-2023

The Career Advancement Center provides employers with several program support opportunities designed to support employers employment branding and talent acquisition efforts from the J. Mack Robinson College of Business.

Why partner with us?

- Increase visibility to students.
- Increase support from faculty, advisors and administrators.
- Tap into campus communication avenues.
- Provide input into the recruiting process and access to students.
- Each funding level includes one complete academic year (fall and spring terms).

About the Career Advancement Center (CAC)

The Robinson CAC is committed to providing students and alumni with the tools, resources, and experiences needed to achieve personal career success.

To accomplish this, our staff and employer relations team hosts career EXPOs, fairs, networking events, coordinates on-campus interviews, and maintains Handshake, the CAC platform for recruiting students. In addition, our career counseling and coaching team educates students on job search strategies, application/interview processes and corporate culture.

Together, these teams work to connect qualified students with employment and internship opportunities, and in doing so, help employers meet their recruiting goals.

Program Support Opportunities

Blue (\$10,000 annually)

Program support for TWO annual career recruitment events: Fall Career EXPO and Accounting, Audit & Advisory Showcase and Spring Diversity Breakfast and Career & Internship EXPO. Premier EXPO and Career Fair Sponsors will receive the following:

- Premier booth location and Two parking passes.
- Organizations logo and highlight in the CAC Career Fair+ app value).
- Organizations logo/profile page on the CAC website.
- Spring Career & Internship EXPO Pre-event – Diversity Breakfast table sponsor.
- Industry Open House Sponsor – This event is open to 6-8 employers within a particular industry – As Gold and Silver sponsors, your organization will serve as the event sponsor.
- Coffee and Conversations with undergraduate or graduate students.
- Your organization highlighted with logo in our weekly RCB CAC Undergraduate and/or Graduate Student eNewsletters (this will be each week for an academic year).
- Organization logo on CAC flat screen monitors and CAC event calendars.
- Brand marketing for your organization on RCB CAC social media outlets leading up to the event.
- Brand marketing for your organization on all signage leading up to and during the event.
- Distribution of your organizations marketing items.

White (\$7,500 annually)

Program support for TWO annual career recruitment events: Fall Career EXPO and Accounting, Audit & Advisory Showcase and Diversity Breakfast and Spring Career & Internship EXPO. Premier EXPO and Career Fair Sponsors will receive the following:

- Premier booth location and Two parking passes.
- Organizations logo and highlight in the CAC Career Fair app.
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- Coffee and Conversations with undergraduate and graduate students.
- Your organization highlighted with logo in our weekly RCB CAC Undergraduate and/or Graduate Student eNewsletters (this will be each week for an academic year).
- Your organization logo on CAC flat screen monitors.
- Your organization logo on College and CAC website event calendars.
- Brand marketing for your organization on RCB CAC social media outlets leading up to the event.
- Brand marketing for your organization on all signage leading up to and during the event.

Red (\$5,000 annually)

Program support for TWO annual career recruitment events: Fall Career EXPO and Accounting Showcase and Spring Career & Internship EXPO (\$1,350 value). Premier EXPO and Career Fair Sponsors will receive the following:

- Premier booth location and Two parking passes.
- Organizations logo and highlight in the CAC Career Fair app.
- Organizations logo/profile page on the CAC website.

Customized Recruiting Event Sponsorship (\$5,000)

In addition to the Program support for levels defined above, we also offer employers the opportunity to collaborate with the CAC to plan and implement a full day recruiting event which includes meetings with faculty and staff, student organization leaders, signature program participants and interactive career exploration and/or preparation event (think resume reviews, panel discussion or mock interviews) to showcase your organization within the Robinson community and engage students.

We are eager to discuss your recruitment goals and work with you to meet them successfully!

Contact Denise Holmes – Director, Career Advancement & Employer Relations– dholmes17@gsu.edu for additional information.

Sponsorship Levels	Red	White	Blue
Red Sponsors			
Premier sponsor status for our TWO annual career recruitment events: Fall Career EXPO and Accounting Showcase and Spring Career & Internship EXPO (\$1,350 value)	x	x	x
Premier booth location	x	x	x
Two parking passes	x	x	x
Organizations logo and highlight in the CAC Career Fair app	x	x	x
Organizations logo/profile page on the CAC website	x	x	x
White Sponsors			
Spring Career & Internship EXPO Pre-event – Diversity Breakfast table sponsor		x	x
Industry Open House Sponsor – This event is open to 6-8 employers within a particular industry. As a Silver sponsor, your organization will be the event sponsor		x	x
Coffee and Conversations with undergraduate and graduate students		x	x
Your organization highlighted with logo in our weekly RCB CAC Undergraduate and/or Graduate Student e-Newsletters (this will be each week for an academic year)		x	x
Your organization logo on CAC flat screen monitors		x	x
Your organization logo on College and CAC website event calendars		x	x
Brand marketing for your organization on RCB CAC social media outlets leading up to the event		x	x
Brand marketing for your organization on all signage leading up to and during the event		x	x
Blue Sponsors			
First priority for on-campus interview dates			
One additional table at all career recruitment events – EXPO and Fair			x
Networking and Etiquette Luncheon Sponsorship – 2 Tables			x
Networking Event with Graduate Students. This networking event allows you to quickly meet with up to 75 students in 60 minutes 3 minutes for networking and 3 minutes for feedback.			x
First priority for on-campus interview dates			x
TOTAL	\$5,000	\$7,500	\$10,000