



## Corporate Sponsorship Program AY2017-2018

### Option 1: “Free”—

**Top Benefits:** Companies new to MIT on-campus recruiting receive high-touch support and guidance from staff throughout the recruitment process of UPOP students, including:

- Internship postings to 400+ current UPOP sophomores (year-round)
- Invitations for company reps to attend UPOP industry events, including: Employer Mock Interview Nights, Employer Résumé Review Evening and January Networking Luncheons (limit 2 representatives per lunch)
- UPOP will advertise company’s general on-campus events to 1000+ UPOP sophomores/juniors/seniors (one circulation per event)

### Option 2: Annual Corporate Membership

**Cost: \$15,000/year**

**(September 2017 – May 2018)**

**Top benefits:** A more cost-effective package for historical sponsors of UPOP (engaging in one or more events this year). Annual members (up to 10), may broaden their engagement by hosting up to **one targeted event in fall or spring semesters** exclusive to UPOP sophomores, juniors, seniors, and Gordon Engineering Leadership (GEL) students. **FIRST FIVE SPONSORS TO REGISTER RECEIVE PRIORITY FALL SEMESTER EVENT BOOKING.**

#### In addition:

- Automatic inclusion as a Networking Lunch Sponsor for both Friday luncheons during UPOP’s January Workshops for 200+ students, MIT alums and faculty (ordinarily \$2500 per luncheon (Jan 12 & Feb 2, 2018); includes:
- Branded company table, including banner, recruiting materials and giveaways available
- Public acknowledgment to sponsoring companies before and during the luncheons
- Opportunity to send up to 5 representatives to each lunch (ordinarily 2-rep limit)
- An exclusive company profile featured on UPOP website during year of sponsorship.

### Option 3: Sponsored events

**Cost: \$5,000 per event**

**(Fall & Spring Semesters\*)**

**UP TO THREE NEW-TO-UPOP EMPLOYERS PER YEAR:**

**Top Benefits: Up to three new companies a year** looking to deepen their level of engagement with a large population of undergraduates have the opportunity to host targeted events (ex: luncheons, breakfasts, evening workshop, high-profile speaking engagement and similar) exclusive to UPOP sophomores, juniors and seniors

#### UPOP will:

- Book central campus space
- Organize registration of UPOP students
- Heavily advertise and promote event to UPOP students (via email and campus posters)
- Organize catering and A/V as needed
- Staff the event (pre, during, post)
- **Optional:** store and distribute company-branded giveaways for event
- **Optional:** assist sponsoring company with developing format of event
- **Optional:** targeted audience majors

\*Note: Fall Career Fair Week and month of January excluded from ad hoc event sponsorship.

### Option 4: Additional Sponsorship Opportunities during UPOP’s January Workshops

**Cost: \$2500-3500**

**Top Benefits:** High visibility, acknowledgement, or engagement opportunities during our premiere programming weeks to 150+ sophomores, alums, and MIT faculty (per session)

- 1. Pending availability\*, sponsor a Friday Networking Lunch for 250+ UPOP sophomores, alums and employers (Friday, 12 January and/or Friday, 2 February 2018)**

**Cost: \$2500/lunch**

- Branded company table; public acknowledgment to sponsoring companies before and during the luncheon
- Opportunity to send up to 5 representatives (ordinarily 2-rep limit)

- 2. Sponsor popular T-shirts giveaways to 400+ sophomores**

**Cost: \$3,000**

- 3. Sponsor popular UPOP/company-branded pad folio giveaways to 400+ sophomores**

**Cost: \$3,500**

\*Priority inclusion for UPOP Annual Sponsors. Limit 10 sponsors per networking luncheon.