

## THANK YOU FOR YOUR INTEREST IN OUR EMPLOYER PARTNERSHIPS

At the Career Center we want to offer each employer the opportunity to recruit from the University of Mississippi's dynamic and diverse talent pool. The Vision Partners corporate sponsorship program provides an exclusive opportunity to maximize your organization's recruiting effectiveness. Each sponsorship level is an annual commitment with customized benefit options including on-campus branding with increased campus visibility. The Vision Partners Sponsorship will allow you to distinguish your organization from thousands of others. Additionally, we offer *Career Fair Sponsorships* that can be used for your preferred fair within the fall or spring semester. We recognize the important role you play in helping our students transform their career goals into reality. Our University Career Center is committed to connecting our employer partners to our campus community through a variety of avenues. Your financial support allows us to provide innovative programming for our growing student population. For more information, please contact Christy Wright (christy@career.olemiss.edu or Jonathan Harrington (jonathan@career.olemiss.edu).

**PLEASE NOTE, ALL PARTNERSHIPS HAVE THE ABILITY TO BE VIRTUAL**

## THANKS TO PAST PARTNERS























**SOUTHERN FARM BUREAU  
LIFE INSURANCE COMPANY**



**Employer Partnerships**  
July 1 2021 - June 30 2022  
*Deadline for Partnerships: September 1st 2021*

# PARTNERSHIP BENEFITS

## On Campus Branding

	Navy \$5,000	Red \$3,500	Powder Blue \$2,000
Organizational logo in Interview Suite Hallway, Career Classroom, & on website, as well as public recognition on Career Center social media platforms			
30-minute presentation about your opportunities, & other information about your company with all Career Center Coaches and campus partners			
Organization featured across our social media and website, highlighting company culture, opportunities & information for students			
Ad in Virtual Career Guide, listed during following year, to be accessed by nearly 7,500 users	Full Page	Half Page	Quarter Page
1:1 recruitment/branding strategy consultation with Career Center staff member			
Interview with a representative via Instagram LIVE about your opportunities & hiring events (Navy sponsorship includes one per semester)	2	1	
Email blasts to targeted students & alumni regarding open positions, including preferred student groups and departmental contacts (Two per semester for Navy and one each semester for Red, and one in academic year for Powder Blue)	4	2	1
Session with Career Center staff to brainstorm and execute recruiting/branding events			
On-campus or Virtual Career Meet Ups on specific career or industry topics (One per semester)	2	2	1
Complimentary Registration for selected fair & all benefits for Career Fair Sponsorship (One per semester)	2	1	
Priority campus interview request with monitor recognition in Career Center (One per semester)	2	2	
Luncheon during campus visit with preferred major staff and faculty (One per semester)	2	1	
Career Center Advisory Board Membership			
Recognition at Career Center sponsored events			
Host professional development event with Career Center promotion (One per semester)	2	2	1
Annual Employer breakfast with Career Center staff, preferred student organization leadership, and campus staff/faculty providing you with an opportunity to enhance recruiting efforts	1		
Employer Spotlight within online Career Center Bulletin (One per semester)	2	2	1

## Career Fair Sponsorship

**\$500 Per Semester**

Employer recognition at selected fair on all signage, virtual promotion, and printed material
Reserved Parking space at venue
Prime placement at selected fair
Employer Spotlight promotion leading up to selected fair
Employer representative Instagram takeover
Sponsorship introduction before beginning of fair
Priority campus interview request day after fair of attendance

# ON CAMPUS BRANDING: BENEFIT DETAILS

## **Organizational logo in Interview Suite Hallway, Lobby, & on website, as well as public recognition on Career Center social media platforms**

- Maximizes coverage of your brand in the Career Center and interview suites
- Logo featured for fiscal school year on Partnership Wall
- Logo will be seen by all users who visit our Career Center website with hyperlink to employer website
- Included in all levels of sponsorship

## **30-minute presentation about your opportunities, & other information about your company with all Career Center Coaches and campus partners**

- 30 minute presentation opportunity to speak to Career Center staff to discuss opportunities, company culture, present and future opportunities
- Included in all levels of sponsorship

## **Organization featured across our social media and website, highlighting company culture, opportunities & information for students**

- Career Center social media and marketing staff to work closely with employer to create social media posts to attract potential applicants
- Connect Career Center social media and employer platforms to tag employer and /or recruiter in all posts
- Highlight employer on website with created flyers
- Included in all levels of sponsorship

## **Ad in Virtual Career Guide, listed during following year, to be accessed by nearly 7,500 users**

- Ad space in our virtual employer and student Career Center guides
- Guides are distributed to students, alumni, and employers through website access
- Guides sent periodically to students and alumni through Handshake
- Options are full page for Navy, half page for Red, and quarter page for Powder Blue

## **1:1 recruitment/branding strategy consultation with Career Center staff member**

- An Employer Services Staff Member will host a 1:1 consultation on your hiring needs, targets, and best avenues for reaching those goals
- The Recruiting Coordinator will be available throughout your partnership to help with recruitment
- Interview with a via Instagram Live about your opportunities and hiring events
- Included in all levels of sponsorship

## **Interview with a representative via Instagram LIVE about your opportunities & hiring events**

- Host an Instagram Live that highlights your company culture, current employees, positions and more
- Once your Instagram Live is complete, your interview will be on our Career Center Instagram for 24 hours, then converted into a YouTube video for additional marketing
- 2 included for Navy and 1 for Red within the given sponsorship year

## **Email blasts to targeted students & alumni regarding open positions, including preferred student groups and departmental contacts**

- Provided number (4, 2, or 1) indicates the number of job, internship, and/or events email correspondence you are given during your sponsorship year

## **Session with Career Center staff to brainstorm and execute recruiting/branding events**

- Work in collaboration with the Employer Services team to create an event specifically for your needs
- Included with Navy and Red within chosen sponsorship year

## **On-campus or Virtual Career Meet Ups on specific career or industry topics**

- An engaging 30 minute session offering a "crash course" for students interested in learning more about your company
- Targeted to preferred major
- 2 meet-up's for Navy, 2 meet-up's for Red, and 1 meet-up for Powder Blue within your sponsorship year

# ON CAMPUS BRANDING: BENEFIT DETAILS

## **Complimentary Registration for selected fair & all benefits for Career Fair Sponsorship**

- Attendance at preferred career fair will be made complimentary
- Listed as major sponsor
- 2 Fairs for Navy and 1 for Red included in chosen sponsorship year

## **Priority campus interview request with monitor recognition in Career Center**

- Priority interview suite request after major career fair
- Career Center monitor recognition on day of requested interview
- 2 interview dates for Navy and 2 interview dates for Red during sponsorship year

## **Luncheon during campus visit with preferred major staff and faculty**

- Luncheon hosted during campus visit for preferred staff and faculty
- Invitation extended to preferred major for up to 25 attendees, including employer representatives
- 2 luncheons for Navy and 1 luncheon for Red hosted within sponsorship year

## **Career Center Advisory Board Membership**

- Advisory Board meeting one time per academic year
- Opportunity to share trends and recruiting practices to help drive applicants to openings
- All levels of sponsorship are invited to become a member

## **Recognition at Career Center sponsored events**

- Listed at all major career fairs hosted by the Career Center
- Listed as major sponsor at all Career Center sponsored events
- All levels of sponsorship are included

## **Host professional development event with Career Center promotion**

- Opportunity to host a professional development event with choice of topic
- The Career Center will create all marketing materials and promote through various channels
- 2 events included with Navy, 2 events with Red, and 1 event with Powder Blue are included within sponsorship year

## **Annual Employer breakfast with Career Center staff, preferred student organization leadership, and campus staff/faculty providing you with an opportunity to enhance recruiting efforts**

- Annual breakfast with Career Center staff, student organization leadership, as well as, staff and faculty of preferred major
- Opportunity to profile your organization, current and future openings, potential career paths, and corporate culture
- Opportunity to discuss recruiting efforts, strengths and challenges
- Invitation extended to preferred major for up to 30 attendees, including employer representatives
- One annual breakfast hosted for Navy sponsors with sponsorship year

## **Employer Spotlight within online Career Center Bulletin**

- Opportunity to be featured in online Career Center Bulletin
- The Bulletin is published monthly
- 2 features included with Navy, 2 events with Red, and 1 event with Powder Blue are included within sponsorship year

## **Naming opportunity for Career Center interview suites**

- Suites to be named would be for one academic year
- 2 naming rights included with Navy and 1 naming rights included with Red