



**Middle Georgia** State University

# **Student Leadership Conference** Presented by AT&T

## **Networking Lunch Sponsorship Opportunities**

**Date:** Friday, March 8, 2024 | Arts Complex - Macon Campus

**Conference:** 8:30 a.m. – 3 pm. | **Employer Pitches & Networking Lunch:** 11:30 p.m. – 1:15 p.m.

### **Hosted by the Center for Career & Leadership Development**

To sign up as a sponsor, please email Mary Roberts at [mary.roberts3@mga.edu](mailto:mary.roberts3@mga.edu) and complete the registration on Handshake by 1/5/2024.

### **Event Description:**

The Student Networking Lunch is part of the Student Leadership Conference, which includes student leaders from across MGA's five campuses. This event is advertised to all 8,000 students, including those taking classes online. Through this sponsorship opportunity, student attendees practice their networking skills with representatives from our sponsor organizations. Sponsoring employers can send up to 2 executives to the luncheon who will serve as table hosts. In addition to student attendees, we anticipate 10 – 15 staff, faculty, and administrators to be in attendance as well.

Prior to the Networking Luncheon, sponsoring organizations will address the student audience with a brief, 3 to 5-minute pitch on their company's leadership development opportunities for current students and new graduates. This pitch can include a plug for your internships and your full-time opportunities. Employer sponsors will have their logos displayed on event signage during the conference and will be included in email marketing to students. Additional benefits based on sponsorship levels are described in the "Sponsorship Benefits" section below.

### **Expected number of students:**

- 80 - 100

### **Expected number of faculty/staff/administrators:**

- 10 - 15

### **Sponsorship Benefits** *(We can accept up to 10 sponsors collectively for the Grey & Black and Purple Knight Sponsorship Options)*

**Grey & Black Sponsor: \$300** (up to 2 representatives can attend the conference)

- Invitation to attend the day-long conference and network with students (8 a.m. – 3 p.m.)
- Logo inclusion on conference email marketing to 8,000 students.
- Logo inclusion on all event signage.
- Ability to address 80+ students with a brief pitch on their company's leadership development opportunities for interns and new full-time hires (3 – 5 minutes).
- Ability to connect with a small group of student leaders during the luncheon (if student attendance increases, your additional rep may have the opportunity to sit with an additional group of students).
- Free registration for the All-Industry Career Fair on March 12, 2024 or another spring 2024 MGA career fair of their choosing (up to 3 recruiters may attend the career fair)

**Purple Knight Sponsor: \$500** (up to 2 representatives can attend the conference)

- Includes all Grey & Black Sponsor benefits plus free registration as a sponsor and attendee for the All Industry Career Fair on March 12, 2024 or another MGA career fair in spring 2024 of their choosing (4 recruiters)

**Presenting Sponsor - \$3000 (1 spot) - Filled by AT&T 10/31/2023**

- In addition to all Purple Knight Sponsor Level benefits, the sponsor's name will be included in the conference title and their logo will be included on 100+ student t-shirts.
- The presenting sponsor will also be recognized at the Conference Welcome and will have the opportunity to greet students during student registration in addition to participating in the luncheon pitches.