



NKU | HAILE • US BANK
College of Business

BUSINESS WEEK | 2019

SPONSORSHIP OPPORTUNITIES

ABOUT

ABOUT BUSINESS WEEK

Business Week has long been part of the Haile/US Bank College of Business and our strong desire to create linkages between students and the business community we serve. The annual event exposes students to valuable, cutting-edge business-centered presentations from experienced professionals, provides students with networking opportunities with local employers and celebrates the accomplishments of our alumni and the great strides the Haile/US Bank College of Business is taking to educate and connect with the Northern Kentucky/Greater Cincinnati communities.

Alumni Awards & Recognition Event | September 23, 2019 | 6:00 - 8:15PM

Awards presented: Business Leader of the Year, Young Professional of the Year and Humanitarian of the Year.

Conference | September 24 & 25, 2019

Featured national speaker for 2019 will include Tristan Walker, Founder & CEO of Walker & Co Brands. Additional local featured speakers include: Jeff Berding, President of FC Cincinnati and Maria Reynolds, President & Owner of Delta Coaching and Consulting, LLC. All business classes are canceled for these two days to allow students to participant.

Career Connections | September 25, 2019 | 2:00 - 5:00PM

Students will explore full-time and internship/co-op opportunities with 90 employers filling for business-related positions.

ABOUT OUR COLLEGE

With more than 1,600 students, the Haile/US Bank College of Business' goal is to educate and connect with the Northern Kentucky/Greater Cincinnati business community by delivering globally relevant, innovative and sustainable programs and practices. The college offers 12 undergraduate degrees and three masters level programs. The college is home to five faculty-led centers and initiatives, including our Center for Innovation and Entrepreneurship, which has been selected as one of the five finalists for the "Outstanding Contribution to Venture Creation" award two years in a row by the Global Consortium of Entrepreneurship Centers' (GCEC).

ABOUT OUR STUDENTS

NKU is home to more than 14,000 students. Many of our students are post-traditional in nature, including: first generation college students, veterans, working adults and transfer students. No matter the background, our students have grit, are hardworking and have the desire to learn!



"It was so refreshing to hear a professional outside of NKU reiterate everything that I had been taught in the classroom."

SCHEDULE

MONDAY, SEPTEMBER 23, 2019

TIME	EVENT
1:00PM – 4:00PM	Business Forum <i>Students enrolled in BUS 101 learn the ins and outs of different business majors while engaging with faculty, alumni and peers</i>
6:15PM – 8:00PM	Haile/US Bank College of Business Alumni Awards & Recognition <i>Business Leader of the Year, Young Professional of the Year and Humanitarian of the Year presented at this reception</i>

TUESDAY, SEPTEMBER 24, 2019

TIME	EVENT
9:00AM – 10:45AM	"The Path of Greatness: Bringing MLS to the Region," – Jeff Berding, President of FC Cincinnati
11:00AM – 12:00PM	8 Breakout Sessions
12:15PM – 1:15PM	8 Breakout Sessions
1:30PM – 2:30PM	8 Breakout Sessions
2:45PM – 3:45PM	8 Breakout Sessions
4:15PM – 5:30PM	"CEO Chat," hosted by Maria Reynolds, President & Owner of Delta Coaching and Consulting, LLC.

WEDNESDAY, SEPTEMBER 25, 2019

TIME	EVENT
7:45AM – 8:30AM	VIP & Sponsor Only Breakfast with Tristan Walker, CEO & Founder of Walker & Company <i>Exclusive networking opportunity with a light breakfast</i>
8:45AM – 10:00AM	"Bring the Hustle: Achieving Your Authentic Brand," – Tristan Walker, CEO & Founder of Walker & Company
10:15AM – 11:15AM	8 Breakout Sessions
11:30AM – 12:30PM	8 Breakout Sessions
12:45PM – 1:45PM	8 Breakout Sessions
2:00PM – 5:00PM	Career Connections <i>Students explore full-time and internship/co-op opportunities with 90 employers filling for business-related positions</i>

LEVELS OF SPONSORSHIP

	PRESENTING	SUPPORTER	PARTNER	ADVOCATE
Benefits by Category and Type	\$10,000	\$5,000	\$2,500	\$1,000
	1 available	2 available	4 available	8 available
HAILE/US BANK COLLEGE OF BUSINESS ALUMNI AWARDS & RECOGNITION				
* Tickets to the College of Business Alumni Awards & Recognition	10	6	4	2
BRING THE HUSTLE: ACHIEVING YOUR AUTHENTIC BRAND				
Company introduction to, "Bring the Hustle: Achieving your Authentic Brand," with Tristan Walker of Walker & Co.	✓			
Tickets to attend, "Bring the Hustle: Achieving your Authentic Brand," with Tristan Walker of Walker & Co.	10	6	4	2
* Tickets to attend, VIP & Sponsor Only Breakfast with Tristan Walker of Walker & Co.	10	6	4	2
THE PATH OF GREATNESS: BRINGING MLS TO THE REGION & CEO CHAT				
Company introduction of, "The Path of Greatness: Bringing MLS to the Region," OR , "CEO Chat"		✓		
Tickets to attend, "The Path of Greatness: Bringing MLS to the Region," AND , "CEO Chat"	10	6	4	2
CAREER CONNECTIONS				
Preferred table location and special recognition at Career Connections	✓			
Preferred table location at Career Connections		✓		
Table at Career Connections			✓	✓
VISIBILITY AND BRAND EXPOSURE				
Full page ad in the Business Week Program with company logo featured on the cover	✓			
Half page ad in the Business Week Program		✓		
Quarter page ad in the Business Week Program			✓	
Company logo included on back of the program	✓	✓	✓	✓
Sponsor of "Student Snack Cart" during the conference	✓			
E-blasts about company to 1,600+ enrolled College of Business students	4	2	1	
Social media mentions on Facebook, Instagram and Twitter	4	2	1	
Networking/exposure to College of Business students	✓	✓	✓	✓

** For each ticket sponsored, an equal number of tickets will sponsor currently enrolled student to attend these events.*

SPONSORSHIP FORM

Thank you for your interest in sponsoring Business Week! Please complete and return this form to Jenny Gardner at gardnerj@nku.edu or by faxing to (859) 572-6177. Your support will help bring a quality learning and networking experience for our future business leaders!

SPONSORSHIP LEVELS

- Presenting Sponsor - \$10,000
- Supporter Sponsor (up to two available) - \$5,000
- Partner Sponsor (up to four available) - \$2,500
- Advocate Sponsor (up to eight available) - \$1,000
- I would like discuss other sponsorship opportunities

CONTACT INFORMATION

Organization Name: _____

Organization Address: _____

Primary Contact: _____

Phone Number: _____ Email: _____

PAYMENT INFORMATION

- A check made payable to the Northern Kentucky University Foundation for the entire sponsorship is enclosed
- Please invoice our organization



NORTHERN KENTUCKY UNIVERSITY
HAILE/US BANK COLLEGE OF BUSINESS

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