

COLLEGE OF LIBERAL ARTS & SCIENCES at ILLINOIS

LAS Corporate Affiliates Program

Executive Summary

The Corporate Affiliates Program provides broad access to student talent in select units of the College of Liberal Arts & Sciences. Faculty leadership in individual units will collaborate with corporate relations to develop a suite of engagement opportunities within their units for corporate partners to select from in order to create a comprehensive student engagement strategy for each partner.

Benefits to Corporate Affiliates

Corporate Affiliates Program participants will receive exclusive benefits including access to students, increased brand recognition and visibility on campus, and a simplified process for partnering with units in the College of Liberal Arts & Sciences.

ACCESS TO STUDENT TALENT

Corporate Affiliates may select from a menu of student engagement options depending on the unit(s) with which they wish to engage. Engagement opportunities that may be made available to corporate partners include:

- Premier sponsorship at the ACES + LAS career fair (includes prime location, additional branding, up to eight attendees, parking in the ARC lot, and the opportunity to participate in a pre-workshop)
- Assistance with targeting specific students for inclusion in recruiting events
- One “Corporate Day” per year or the equivalent in activities and services
- Facilitated access to student groups and organizations
- Priority room and facility scheduling access for additional recruitment events
- No-fee info sessions, tech talks, and career development workshops hosted at Lincoln and Altgeld Halls once each academic year
- Assistance in organizing campus visits

MARKETING

College and unit level staff will support corporate affiliates by pushing out information and announcements about corporate affiliate opportunities through various communication channels including email, newsletters, and digital signage in classroom buildings among others. The following is a non-exhaustive list of examples:

- Publication of company information and announcements in targeted email messaging campaigns
- Inclusion of corporate affiliate opportunity information in weekly electronic newsletters directed at students, faculty, and staff of target departments
- Acknowledgment of sponsorship status on the Corporate Affiliates Program webpage, including corporate logo, company profile, and link to the company career opportunities page

PRIORITY SPONSORSHIP OPPORTUNITIES FOR EVENTS

Corporate Affiliates will get priority sponsorship opportunities for a broad range of events such as symposia and data science competitions.

- First consideration for involvement in and sponsorship of student events, activities, competitions, scholarships, and projects
- Priority consideration for established lectures including undergraduate course presentations, graduate student speaker series, and colloquia

WHO SHOULD JOIN?

The Corporate Affiliates Program provides a unique access point for interacting with units in the College of Liberal Arts & Sciences at Illinois. Your company should join the Corporate Affiliates Program if it:

- Hires or would like to hire students from LAS units
- Seeks to contribute to the professional development of student talent
- Has an interest in collaboration with leading faculty in diverse fields of research
- Would like a high level of service that is coordinated, efficient, and effective

SPONSORSHIP

All sponsorships support program activities, educational and outreach activities, student projects, student organizations, scholarships, and other investments to strengthen the infrastructure of units within the College of Liberal Arts & Sciences.

CONTRIBUTION

The annual sponsorship contribution is based on which tier your organization selects, and the sponsorship year runs from the beginning of August to the end of the following July. Please see below for information on each sponsorship tier and the benefits associated with each tier. Your contribution will be receipted by the University of Illinois Foundation and will reflect the fair market value of goods and services received in exchange for your sponsorship.

Sponsorship Levels and Benefits

	Dean's Circle (\$10K)	Director (\$7,500)	Corporate Partner (\$5K)
Access to Talent			
Premier sponsorship at the ACES + LAS career fair (includes prime location, additional branding, up to 8 attendees, parking in the ARC lot, and opportunity for participation in night before workshop)	•		
Reserved Career Fair Table	•	•	•
Assistance with targeting specific students for inclusion in recruiting events	•		
One "Corporate Day" per year or the equivalent in activities and services - or - participation on an undergraduate class panel	•	•	
Facilitated access to student groups and organizations	•	•	•
Priority room and facility scheduling access for additional recruitment events	•	•	•
No-fee info sessions, tech talks, and career development workshops hosted at Lincoln and Altgeld Halls once each academic year	•	•	•
Assistance in organizing campus visits	•	•	•
Priority Sponsorship Opportunities			
Priority Registration for a Student Club Event or Competition	•		
Student research, senior design or capstone project	•	•	
Branding and Visibility			
Publication of company information and announcements in targeted email messaging campaigns	•		
Inclusion of corporate affiliate opportunity information in electronic newsletters directed at students, faculty, and staff of target departments	•	•	
Acknowledgment of sponsorship status on the Corporate Affiliates program web page including corporate logo, company profile, and link to the company career opportunities page	•	•	•
Social media post highlighting company participation in Corporate Affiliates program in an LAS social media post	•	•	•