**EXPRESSION OF INTEREST – Sponsorship of Careers Fairs 2019/2020 & 2020/21**

With a growing graduate recruitment market in Northern Ireland and following our biggest ever Graduate Recruitment and Placement Fair, Queen’s Careers Employability & Skills now seeks expressions of interest for future sponsorship in the following categories.

| **Event** | **Summary** | **Cost** |
| --- | --- | --- |
| Graduate Recruitment and Placement Fair 22 -24 October 2019 and 20 -22 October 2020 | * Referenced as main sponsor on all promotional material for this 3-day event - “Queen’s University Belfast Graduate Recruitment and Placement Fair sponsored by <your company>”
* Company logo in prominent position on all related promotional materials to include:
	+ A range of A3, A2, A1 and A0 posters displayed prominently across all university locations
	+ 10,000 fliers distributed throughout campus
	+ Online website promotion
	+ 2 x target emails/e-invites sent to all 22,500 Queen’s students promoting the Fair
	+ Promotional map of exhibitors distributed to all Fair attendees (around 3,500 over 3 days)
	+ All social media promotion
	+ Plasma screens across campus
* First choice exhibition stand
* One exclusive sponsor target email to all student attendees after the event with tailored company message.
* Exclusive opportunity to provide your own branded promotional items to all attendees (at sponsor’s own cost). This may include:
	+ Branded bags
	+ Entrance branding
	+ Promotional coffee cart in foyer area
	+ Other promotional items as agreed with individual sponsor
 | 2 year sponsorship at £7K per year |
| Work Experience and Placement Fair 22 January 2020 and 27 January 2021  | * Referenced as main sponsor on all promotional material - “Queen’s University Belfast Work Experience and Placement Fair sponsored by <your company>”
* Company logo in prominent position on all related promotional materials to include:
	+ A range of A3, A2, A1 and A0 posters displayed prominently across all university locations
	+ 10,000 fliers distributed throughout campus
	+ Online website promotion
	+ 2 x target emails/e-invites sent to all 22,500 Queen’s students promoting the Fair
	+ Promotional map of exhibitors distributed to all Fair attendees (c. 1,000 students)
	+ All social media promotion
	+ Plasma screens across campus
* First choice exhibition stand
* One exclusive sponsor target email to all student attendees after the event with tailored company message.
* Exclusive opportunity to provide your own branded promotional items to all attendees (at sponsor’s own cost). This may include:
	+ Branded bags
	+ Entrance branding
	+ Promotional coffee cart in foyer area
	+ Other promotional items as agreed with individual sponsor
 | 2 year sponsorship at £4K per year |
| Go Global Week (a 5-day programme of international events including International Fair) 7-11 October 2019 and 12 to 16 2020Semester 1 Welcome Week event (name of event to be decided in conjunction with sponsor)September 2020 and September 2021 | * One of three associated sponsors on all promotional material – Go Global Week in association with *“X, Y & Z”*
* Logo on all related promotional material including:
	+ A range of A4, A3, A2, A1 and A0 posters displayed prominently across all University locations
	+ Approximately 10,000 x A5 fliers distributed throughout campus
	+ Online website promotion at [go.qub.ac.uk/goglobal](http://www.qub.ac.uk/directorates/sgc/careers/GlobalOpportunities/Filestore/Filetoupload%2C627430%2Cen.pdf)week
	+ Social media campaign with exposure on the Careers, Employability & Skills’ SnapChat, Twitter, Facebook and Instagram platforms
* Your ‘roller banner stand’ positioned in the Student Guidance Centre Hub the week of the event
* Logo on the e-invite sent to 22,500 Queen’s students.
* Logo on plasma screens across Queen’s campus
* Logo on the front cover of the official event programme and full A5 page advert within.
* Choice of top 3 exhibition stands at the International Fair (Wednesday 9 October 2019)
* One targeted email to all student attendees after the event with tailored company message
* Exclusive opportunity to provide your own branded promotional items to all attendees (at sponsor’s own cost).
* Referenced as main sponsor on all promotional material - “(Title of Welcome Week event) sponsored by <your company>”
* Event developed in partnership with the main sponsor and targeted towards circa 2000 students during Fresher’s Week
* Company logo in prominent position on all related promotional materials to include:
	+ A range of A3, A2, A1 and A0 posters displayed prominently across all university locations
	+ Online website promotion
	+ All social media promotion
	+ Plasma screens across campus
* One exclusive sponsor target email to all student attendees after the event with tailored company message.
 | 2 year sponsorship at £1,500k per year2 year sponsorship at £5K per year |

Given the interest we receive in relation to these opportunities, we have agreed that any sponsoring company will only be able to sponsor one event at a time, and will only be able to sponsor an event for one 2-year period before the opportunity becomes available to other sponsors.

The closing date for expressions of interest by email to Claudine Sutherland (c.sutherland@qub.ac.uk) is Friday 15th February 2019 at 5pm. We will then be in touch with interested parties shortly after this date.

**EXPRESSION OF INTEREST – SPONSORSHIP OF CAREERS FAIRS**

Name of Employer:

Address:

Main Contact:

Email:

Telephone:

Please indicate in the table below your preference for sponsorship. If more than one please rank in order of preference.

|  |  |
| --- | --- |
| **Event**  | **Preference**  |
| Graduate Recruitment and Placement Fair 22-24 October 2019 and 20-22 October 2020 |  |
| Work Experience and Placement Fair 22 January 2020 and 27 January 2021 |  |
| Go Global Week07- 11 October 2019 and 12-16 October 2020 |  |
| Welcome Week EventWeek 1 (mid-September 2019 and mid-September 2020 |  |