**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 2020  Semester 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,627430,en.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 year  2 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](mailto: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 Week  07- 11 October 2019 and 12-16 October 2020 |  |
| Welcome Week Event  Week 1 (mid-September 2019 and mid-September 2020 |  |