



CAREER DAY 2024

SPONSORSHIP OPPORTUNITIES

Connect with the industry's
best up-and-coming talent

Friday, February 9th, 2024
Columbia College Chicago Student Center
754 S Wabash Ave Chicago, IL 60605

AGENDA

8:00 a.m. Welcome	11:30 a.m. Breakout Session #1
8:30 a.m. Keynote Address by Andrew Swinand, CEO, Publicis Groupe Creative	12:00 p.m. Sponsor Networking Lunch
9:30 a.m. General Session #1	1:15 p.m. Breakout Session #2
10:30 a.m. General Session #2	2:00 p.m. Career Fair Expo
	4:00 p.m. Event End

ALL SPONSORS RECEIVE:

- Career Fair presence
- Lunch roundtable with students
- Digital resumes from all attendees
- Logo inclusion on all outreach and press
- Link to company website and career portal
- Opportunity to speak or moderate a panel discussion

STRATEGIC PARTNER

\$10,000 | MEMBERS ONLY | 1 AVAILABLE

- Sponsor Career Day, Summer Mixer, and Fall "Elevate" events
- Open to members exclusively and only 1 sponsorship available
- Standalone social post announcing sponsorship - (1 post across CAF platforms)

BREAKFAST SPONSOR

\$2500 FOR MEMBERS | \$3500 FOR NON-MEMBERS

- Logo sticker on every breakfast bag
- Two minutes to address all Career Day attendees during opening remarks

LUNCH SPONSOR

\$4000 FOR MEMBERS | \$5000 FOR NON-MEMBERS

- Logo sticker on every lunch box
- Five minutes to address all Career Day attendees during lunch hour

REFUEL SPONSOR

\$2000 FOR MEMBERS | \$3000 FOR NON-MEMBERS

- Logo on the snack and refreshments table



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MID-DAY ADVERTISING SPOTLIGHT

\$3000 FOR MEMBERS | \$4000 FOR NON-MEMBERS

An opportunity to showcase how we pull it all together and illustrate how work across the marketplace comes together on behalf of a great campaign execution. This could include pre-taped or live Q&A from stakeholders across specialties to bring something big to fruition.

You have the stage. It's an ideal way to stand out as a brand or company to show how working together makes an impact. The goal is to showcase diversity of skill sets and roles that contribute to the success of a campaign.

RESUME GLOW UP STATION

\$2000 FOR MEMBERS | \$3000 FOR NON-MEMBERS

Everyone deserves to have a CAF-Certified resume before they start their job search. Our glow-up station is designed to help attendees polish their profiles so they can enter the job market with confidence.

HEADSHOT BOOTH SPONSOR

\$1500 FOR MEMBERS | \$2500 FOR NON-MEMBERS

- Support the critical role a professional digital profile makes in future job candidacy and networking.

SCHOLARSHIP SPONSOR

\$500/10 STUDENTS

- Sponsor 10 students and provide full access to CAF's Career Day.
- Open the door to diversity, equity and inclusion by removing monetary friction points of entry.



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GOLD

\$4,000 FOR MEMBERS | \$5,000 FOR NON-MEMBERS

- Social post announcing sponsorship (1 post across CAF platforms with fellow gold sponsors)
- Opportunity to include half page PDF flyer in electronic attendee welcome packet
- Panel Discussions: Opportunity for 3 company representatives to sit on breakout session panels of your choosing
- Networking Luncheon: Up to 2 tables at lunch with 2 company representatives to host students for a more intimate conversation
- Meet the Sponsors: 1 table with 2-3 company representatives

SILVER

\$2,500 FOR MEMBERS | \$3,500 FOR NON-MEMBERS

- Sponsor listed on footers of all email communications with students/universities
- Panel Discussions: Opportunity for 2 company representatives to sit on breakout session panels of your choosing*
- Networking Luncheon: 1 table at lunch with 1 company representatives to host students for a more intimate conversation
- Meet the Sponsors: 1 table with 1-2 company representatives

BRONZE

\$1,000 FOR MEMBERS | \$2,000 FOR NON-MEMBERS

- Panel Discussions: Opportunity for 1 company representatives to sit on breakout session panels of your choosing*
- Networking Luncheon: 1 table at lunch with 1 company representatives to host students for a more intimate conversation
- Meet the Sponsors: 1 table with 1-2 company representatives