



School of Tourism  
and Hospitality Management  
TEMPLE UNIVERSITY®

# Senior Professional Development Seminar Sponsorship Package

Presented to:

Prepared by: 2010 Sponsorship Committee, Section 2



2010

## OVERVIEW

Senior Professional Development is a senior level course in the School of Hospitality and Tourism Management (STHM) at Temple University. Known as Montague & Associates, this class exposes students to a model of organizational structure in the sport, tourism, hospitality, and leisure services profession through simulated experiences. During this semester, we are charged with the challenge of operating a fully functional website, creating a social media platform to reach the more than 650 students in our school, publishing an engaging newsletter, and planning and promoting a successful networking event. While this business experience is a simulation for us, it can have a very real and meaningful impact for your company.

Our website will be the online home of our company. It will come complete with information about our activities, showcase the sponsors who support us, and include rich media to keep viewers engaged. Our newsletter, *The Connection*, will also be posted on our website. *The Connection* will be distributed throughout the School of Tourism and Hospitality Management reaching upwards of 1000 people. To broaden the reach of our website and newsletter, we have created an engaging social media platform which includes tools like Facebook, Twitter, and a blog. We will use this platform to communicate updates to our website, publications of our newsletter, and to highlight our sponsors. To keep individuals interested in our platform, we will hold monthly competitions and offer prizes as incentives. Lastly, our class will be hosting the 11<sup>th</sup> Annual Networking Seminar on April 21, 2010. This event will draw an attendance of 20 sport, recreation, and tourism vendors and over 160 undergraduate students from Temple University.

So what does this mean for your company? It presents a very valuable marketing opportunity that will not only create valuable exposure for your brand in the short term, but will also establish an association with a major university where 1 in 8 people in the Philadelphia region have graduated from. By becoming a sponsor of our class, your company will be able to promote its' message in a meaningful way to over 10,000 students, faculty, and professionals in the Philadelphia area. Allow us to help us, help you!

# HELP US, HELP YOU!

It is quick and easy! Pick the package that best fits your company and we do the rest! Feel secure in knowing that your donation benefits STHM Seniors and provides great exposure for your brand!

## Supporting Sponsorship \$420.00

Newsletter Advertisement & Sponsor Spotlight

Website advertisement & Sponsor Spotlight

Company mention on our website launch event marketing

Company mention on Social Media platforms (Facebook, Twitter, & blog)

Company mention at the end of our video blogs

## Participating Sponsorship \$1,000.00

Everything included in **Supporting** package (including add-ons, if applicable) plus the following:

Company mention on Networking event signage

Company mention on Networking event invitations

Company mention on Networking event programs

Company mention on all Networking event marketing

## Premiere Sponsorship \$2,000.00

Everything included in **Participating** package (including add-ons, if applicable) plus the following:

Exclusivity in product category

Keynote address by a company executive at Networking event

Company mention in association with one of our fundraising activities

Presenting sponsor of our Alumni panel event

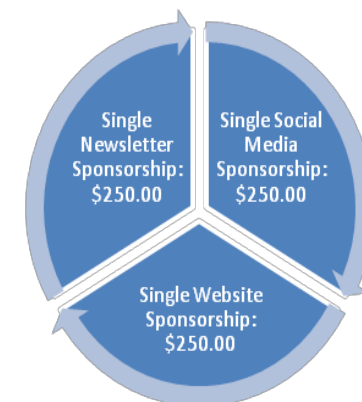
Company mention on all Alumni panel event marketing

## Add-Ons

Presenting sponsor of website launch event: Add \$75.00

Presenting sponsor of Newsletter: Add \$200.00 per newsletter (Max. of 5)

Presenting sponsor of monthly blog competition: Add \$75.00 (Max. of 3)



For more information, please contact the Sponsorship Committee Chair, Dominique Wilkins, by phone (240-304-7983) or by email ([d.wilkins@temple.edu](mailto:d.wilkins@temple.edu)).