

PARTNERSHIP PACKAGE

HALIFAX UNIVERSITIES --- career fair ---

2023

HALIFAX CONVENTION CENTRE
TUESDAY, OCTOBER 24, 2023 • 10 AM – 4 PM



The **Halifax Universities Career Fair** provides opportunities for businesses of all sizes, non-profit organizations, government agencies, and educational institutions to access the vast array of talent available within the student and recent graduate population of Nova Scotia. While the fair is a partnership between three of the largest institutions in our region, Saint Mary's University, Mount Saint Vincent University, and Dalhousie University, students from all universities in Nova Scotia and the Nova Scotia Community College are invited and encouraged to attend. Halifax is a vibrant city teeming with engaged and passionate students that serve as the economic and cultural hub of Nova Scotia.

We are expecting over 150 employers to attend this year's fair, and would like to offer you the opportunity to differentiate yourself from the competition through various sponsorship packages.

The Halifax Universities Career Fair is well-known for the high quality of students and recent graduates that it attracts, and we would like to offer you access to some of the best talent from around the world right here in Halifax.

As we move into a new recruitment season we look forward to working together to make this year's event the very best. There are sponsorship opportunities available for all levels of support. Please contact us with any questions.

Yours Sincerely,
Karen McCrank
Dalhousie University
Event Chair, 2023 Halifax Universities Career Fair

Nia MacFarlane
Committee Member

Kyla Friel
Committee Member

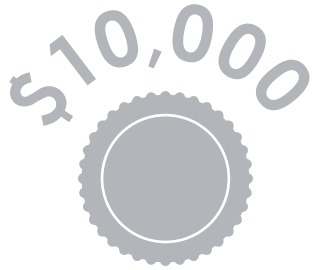
Carmen Burke
Committee Member



SPONSORSHIP DEADLINE!

The deadline to purchase a sponsorship package is **August 15, 2023.**

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Visionary Partner \$10,000

(1 available)

As a Visionary partner you will receive;

- Logo placement on event website homepage, linked to partner website
- Logo placement on event website/partner tab, in prime location and linked to partner website
- Logo placement in Halifax Universities Career Fair Program in prime location
- Logo placement on posters in prime location (posters distributed to campuses in advance of event)
- Promotion of your role as a partner via social media
- Logo placement on event signage
- Advance selection of exhibit location, to ensure prime location on the exhibit floor
- Six complimentary booths. Additional booths are available for a discounted price. Two complimentary meal tickets are provided per booth.
- Banner ad displayed on event website in prime location on both the employer and student sections
- Insert in delegate bag

For future visionary sponsor opportunities please contact

HalifaxUniversitiesCareerFair@agendamanagers.com

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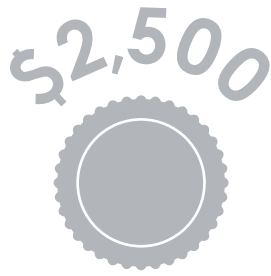


Innovator Partner

As an Innovator partner you will receive;

- Logo placement on event website/partner tab, linked to partner website
- Logo placement in Halifax Universities Career Fair Program in prime location
- Logo placement on posters (posters distributed to campuses in advance of event)
- Logo placement on signage outside the HUCF Presentation Room for one of the presentations. The HUCF will offer up to four 30-minute presentations throughout the day, featuring topics and content designed to elevate students' successes at the Fair and in their careers. Topics may include confidence building; improving presentation skills; leveraging talents and life experience of international or BIPOC students; enhancing listening skills.
- Logo placement on tent cards on tables in the HUCF Presentation Room for one of the presentations
- Opportunity to introduce speakers at one of the HUCF presentations.
- Promotion of your role as a partner via social media
- Logo placement on event signage
- Advance selection of exhibit location, to ensure prime location on the exhibit floor
- Two complimentary booths. Two complimentary meal tickets are provided per booth.
- Box ad displayed on event website in prime location on both the employer and student sections
- Insert in delegate bag

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Influencer Partner

As an Influencer level sponsor you will receive;

- Logo placement on event website/partner tab, linked to partner website
- Logo placement in Halifax Universities Career Fair Program
- Each partner university career centre will hold a workshop on campus to help students prepare for the Fair. Students will learn how to confidently approach prospective employers and be prepared to get the job they want. Logo placement on signage and on tent cards at the workshops, at each campus.
- Promotion of your role as a partner via social media
- Logo placement on event signage
- Advance selection of exhibit location, to ensure prime location on the exhibit floor
- One complimentary booth including two complimentary meal tickets.
- Box ad displayed on event website in student section
- Insert in delegate bag



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Special Programs and Services Partners

The Halifax Universities Career Fair offers a number of programs and services to students and employers where we are able to align an exceptional opportunity to profile exclusive partners. We would welcome the chance to talk with you about customizing benefits and partner activation to enhance your profile related to these opportunities.

Programs and Services available for Partnership:

Student Chill Zone Partner – \$2000 (2 available)

The Chill Zone is the hoppin' hub of the event. Students frequent the Chill Zone throughout the day. This is their venue to chat with a career professional, seek advice, or simply catch their breath and organize their thoughts before visiting potential employers. Partner will receive the following additional benefits:

- Logo placement on signage in the Chill Zone
- Logo placement on tent cards on tables and other surfaces in the Chill Zone
- Opportunity to have promotional material/collateral on tables and other surfaces in the Chill Zone
- One complimentary booth including two complimentary meal tickets
- Logo placement on event website/partner tab
- Logo placement in Halifax Universities Career Fair Program
- Listing on the website

LinkedIn Photo Booth Partner – \$2000 (2 available)

Motivating students to make a professional first impression with potential employers.

A LinkedIn profile is essential for the great impression students want to make on potential employers. Students can get their picture taken at the LinkedIn Photo Booth at the Halifax Universities Career Fair. Partner will receive the following additional benefits:

- Logo placement on signage at the Linked In Photo Booth
- One complimentary booth including two complimentary meal tickets
- Logo placement on event website/partner tab
- Logo placement in Halifax Universities Career Fair Program
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Shuttle Bus Service – \$1250 (1 available)

- Free shuttle transportation is available for students from MSVU and SMU for the duration of the Career Fair. Partner will receive the following additional benefits:
- Logo placement on signage at pick up points at three universities as well as at drop off point at the event
- Logo placement on signage directly on the busses, three busses in total, one for each university
- One complimentary booth including two complimentary meal tickets
- Logo placement on event website/partner tab
- Logo placement in Halifax Universities Career Fair Program
- Listing on the website

Employer Lunch Room Partner – \$1000 (1 available)

- The Employer Lunch Room is for exclusive use of exhibitors/employers from all sectors, locally, regionally and nationally. More than 150 corporate, government, academic and other employers and stakeholders will use this room during the lunch periods. Partner will receive the following additional benefits:
- Logo placement on signage outside the Employer Lunch Room
- Logo placement on tent cards on tables in the Lunch Room
- Opportunity to have promotional material/collateral on tables
- Logo placement on event website/partner tab
- Logo placement in Halifax Universities Career Fair Program
- Listing on the website

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