



# Alpha Kappa Psi

Co - Ed Professional Business Fraternity

Alpha Upsilon Chapter

University of California, Los Angeles

## Sponsorship Packages

### BLUE PACKAGE

- ✚ Company logo and name advertisements on 3 large display boards across campus
- ✚ Your company link and logo on the Alpha Kappa Psi, UCLA web site
- ✚ Company logo and name advertisement on rush t-shirts
- ✚ Company logo and name printed on Fall and Spring recruitment (5000+) fliers
- ✚ Company banner displayed at every organization event

**\$500**

### GOLD PACKAGE

- ✚ All the benefits of the BLUE package, *PLUS*
- ✚ Help with recruitment on UCLA campus
- ✚ Access to member resumes.
- ✚ Opportunity to speak and present during one (1) weekly meeting

**\$750**

### PLATINUM PACKAGE

- ✚ All the benefits of the BLUE and GOLD package, *PLUS*
- ✚ Involvement with Alpha Kappa Psi philanthropy events
- ✚ Free help from members for any company on-campus events
- ✚ Invitations to speak at our campus-wide professional events relating to your industry
- ✚ Involvement in campus wide case competitions
- ✚ Platinum Sponsor Plaque

**\$1000**

*More details about sponsorship benefits can be found on next page.*



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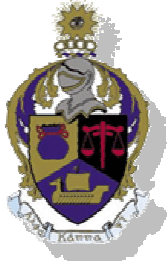
## Alpha Kappa Psi, Alpha Upsilon Overview

- An official organization under the Department of Economics at the University of California, Los Angeles
- Over 60 members with backgrounds in business, economics, mathematics, engineering, psychology, global studies, communication studies, and science
- Members pursue careers in investment banking, consulting, accounting, marketing, law, public relations, non-profit, entrepreneurship, and medicine
- Members place first in annual case study competitions sponsored by Deloitte, Intel, and national Alpha Kappa Psi
- Annually hosts several professional nights open to all students at UCLA with topics such as entertainment marketing, investment banking, entrepreneurship, and sustainability
- Created marketing and photography service company offering affordable services to on campus and community organizations
- Introduced Alpha Upsilon Consulting in 2007, a student consulting group that offers pro bono services to local nonprofit organizations

## *Sponsorship Benefits*

### Company Link & Logo

Your company can gain additional exposure to the students at UCLA through the Alpha Kappa Psi website ([www.akpsibruins.com](http://www.akpsibruins.com)). The website is viewed by numerous students everyday because of the many professional, social, and philanthropic events put together by our organization. Alpha Kappa Psi can also similarly add your company's link and logo on our event brochures to maximize your company's visibility.



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## Rush Week

Our rush week consists of a series of recruitment events with the purpose of finding qualified students to whom we would like to offer membership into Alpha Kappa Psi. They take place twice a year in September and April, and these events are publicized to thousands of UCLA students with participation from hundreds of different students. The marketing for these events take place immediately at the beginning of Fall and Spring quarter. Associating your company to our organization during this time would be extremely worthwhile because of our high visibility and presence on campus. The level of online traffic to our website is higher, and we distribute over 10,000 flyers regarding our organization and these events all over UCLA. Our programs for rush week are well-organized and attended by hundreds of students. Having your company logo displayed on our website, brochures, flyers, and events during rush week will garner your company the most attention.

## Professional Events

Alpha Kappa Psi hosts and co-hosts several professional workshops, informational sessions, and career fairs on different topics every year. These events are prestigious and well-planned with attendance from hundreds to thousands of various students. Marketing efforts for these events include distribution of flyers, e-mail blasts, and classroom announcements to countless students and staff members. Your company could be publicized well in association with these events, and your firm can even discuss the possibility of hosting these kinds of events with the support Alpha Kappa Psi by contacting the Vice President of Administration.