

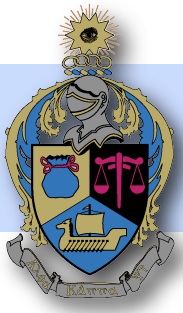
University of California, Los Angeles | Alpha Upsilon Chapter

Corporate Sponsorship Package



ALPHA KAPPA PSI

The Professional Business Fraternity



Message From Our Executives

Alpha Kappa Psi
UCLA Department of Economics
8283 Bunche Hall
Los Angeles, CA 90095

Dear Potential Company Sponsor,

The Alpha Upsilon chapter of Alpha Kappa Psi would like to offer your company an exciting opportunity to increase your clientele. We are a professional business fraternity currently looking for corporate sponsorships for our chapter. During the first week of our Fall Quarter (10/2/14 – 10/9/14), we will launch our Fall recruitment, in which we market our organization to the UCLA community. Executing a successful rush not only requires the energy of our members, but also the support of a reputable establishment such as yours. We have the resources to provide your firm with marketing access to our campus facilities that encompass over 26,000 UCLA students as well as over 1,700 full time faculty members. In return, we hope that you may be able to assist us by giving us any form of financial support for running our events this quarter. Our goal is to build a strong relationship with an experienced corporation like yours and to market your image in the student community, benefiting us mutually.

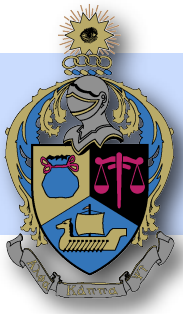
With the strength and potential that Alpha Kappa Psi possesses, we can work together to help train and shape the business leaders of tomorrow. We look forward to creating lasting bonds with our sponsors and we encourage you to take advantage of this opportunity.

Sincerely yours,

Jiayi Zhou
Director of Marketing
Alpha Kappa Psi - Alpha Upsilon
jjayizhou@ucla.edu

Alex Wang
President
Alpha Kappa Psi - Alpha Upsilon
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**We are a non-profit organization and all donations are tax-deductible.
We can provide tax ID upon request.**



Who We Are

Established in 1904, Alpha Kappa Psi is the world's oldest and largest professional business fraternity. The Founding Fathers, known as the "Brooklyn Four", founded Alpha Kappa Psi to unite individuals possessing a unique drive for success. Today, Alpha Kappa Psi has grown to a network with more than 200,000 members and 300 chapters worldwide.

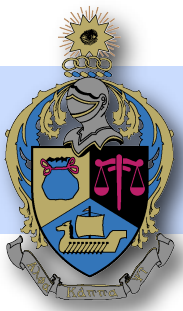
240,000
national
members

90
alumni
chapters

66
UCLA
members

The original Alpha Upsilon Chapter at the University of California, Los Angeles was established in 1926. However, after nearly half a century of success, Alpha Kappa Psi at UCLA was disbanded due to the Vietnam War in the 1970's. During the Winter Quarter in 1999, a group of ambitious students took it upon themselves to re-establish the Alpha Upsilon Chapter.

Ever since, its rapid growth and development into the leading professional fraternity on campus is a tribute to the vision and passion of its members for creating an organization whose work positively impacts its brothers and the campus community. Our members are comprised of a diverse and highly motivated group of individuals from a variety of majors.



What We Do

The Alpha Upsilon Chapter's commitment to educating its members and the UCLA campus takes many forms. Every year, we put on campus-wide professional forums, social exchanges, professional mixers, speaker events, and workshops to educate students about a variety of industries and career-related issues. Our organization not only consists of students that originate from all majors, but they also make up the top 20% of their respective classes.

Professional Events

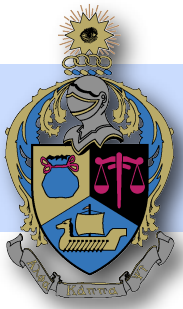


- Intel Finance Case Competition - "Breaking into the Mobile Market" (50 competitors)
- Lucas, Horsfall, Murphy & Pindroh, LLP - "Career Potential Award" (\$1,000 Scholarship)
- Career Information Fair - "Why Business? Information You Want And Need To Know"
- Professional Development - How to succeed on the GMAT?
- Networking Forum - Careers in Advertising and Entertainment
- Career Panel - Careers in Banking, Communications, and Marketing
- Professional Development - Mock Interview & Resume Workshop (40 attendees)
- Deloitte - Tech Consulting Case Workshop
- Target - Recruiting/Interview Information Session (20 attendees)
- Morgan Stanley and SunTrust - Financial Modeling Workshop (50 attendees)
- Boeing Case Competition - Satellite Analytics (125+ student applicants)

Accomplishments



- Intel Finance Case Study Competition – **1st** Place 2011-2012, **2nd** place 2013
- Deloitte Enterprise Risk Services – **1st** Place 2008-2009
- Deloitte Human Case Capital Competition – **1st** Place Fall 2008, **2nd** Place Fall 2010
- Success Institution Case Competition – **1st** Place, **3rd** Place 2008
- Deloitte Strategy and Operations – Finalist Spring 2009
- Southern California Edison Green Energy Case Competition – Finalist Fall 2009
- Pricewaterhouse Coopers xTAX Case Competition Success – **1st** Place 2010
- Deloitte Cisco Case Competition – **1st** Place 2011
- Boeing Case Competition - **3rd** Place 2014



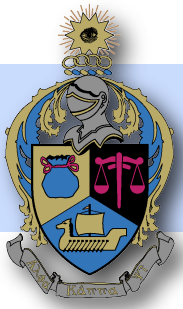
Becoming a Partner

As UCLA's oldest and largest professional business fraternity, the Alpha Upsilon Chapter of Alpha Kappa Psi offers great partnership opportunities for our corporate sponsors. With access to UCLA's facilities and resources, our partnership can help you gain a stronger brand presence on a campus of over 26,000 students.

We will be your liaison on the UCLA campus and help you increase your presence here. The key to our sponsorship program is flexibility, and we are willing to work with you in designing and implementing a recruiting package that best fits your needs. Consider the marketing goals of your company and we will do our absolute best to accommodate your business through our organization. We want to foster and build a professional relationship with you to create a mutually beneficial affiliation.

Businesses are required by UCLA to pay a sum of money in order to market their company to the student body unless they are sponsored by a student organization. Rather than pay money to the school, why not sponsor the premier business fraternity at UCLA and receive our support, help and experience to make the most out of your contribution? As a professional business organization, we believe that networking is of utmost importance. As such, we are constantly looking to develop relationships with various firms and would be honored to establish a relationship with yours.





How You Can Help

Recruitment

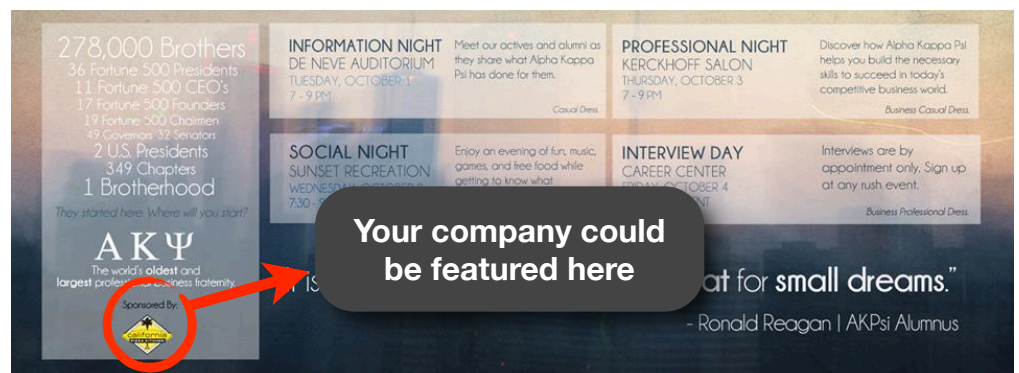
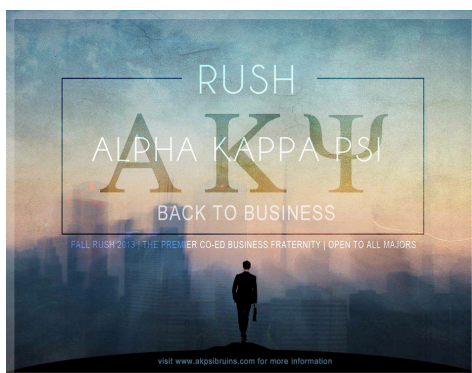
Alpha Kappa Psi seeks to recruit new members into our fraternity every Fall and Spring quarter. Over the span of four days, we hold recruitment events to invite future business leaders to join our fraternity. During this week we teach potential members practical interview, resume writing, and case study analysis skills that are necessary in the professional world. Aside from teaching professional skills, Alpha Kappa Psi also enjoys getting to know potential members in a more casual setting; hence, we also have a themed social night throughout the week.

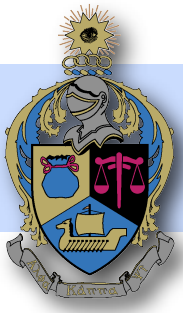
2,000+
flyer
exposure

1,000+
website
visitors

150+
recruitment
attendees

In order to market these events, Alpha Kappa Psi utilizes various outlets of marketing inclusive of social media, print and digital marketing, and word-of-mouth. As a sponsor, companies are able to reap the benefit of our effective marketing by being featured on our flyers, the Alpha Upsilon website, and Facebook page.





Package Options

Premium Sponsorship

(minimum \$300.00)

As our Premium level sponsor you will have access to everything included in our Standard Sponsorship, plus:

- Partnership with marketing services on campus
- Partnership with on-campus info session/recruitment events
- Access to all UCLA facilities and resources through Alpha Kappa Psi

Standard Sponsorship

(minimum \$200.00)

As our Standard level sponsor you will have access to everything included in our Baseline Sponsorship, plus:

- Company advertisement on all slideshow and presentation materials
- Logo displayed on any informational pamphlets and folders
- Exposure on more than 150 name tags of all those that attend our event

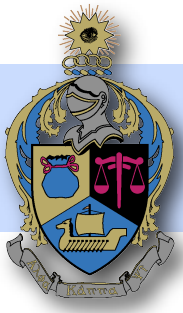
Baseline Sponsorship

(minimum \$100.00)

As a Baseline sponsor you will be featured on:

- All Rush and workshop marketing flyers
- The UCLA Alpha Kappa Psi official website : www.akpsibruins.com
- Alpha Kappa Psi - Alpha Upsilon's Official Facebook Page

All packages can be adjusted to fit the need of our partners. Customized packages, including food sponsorships, can be negotiated upon request.



Past and Current Sponsors



These are just some of our past and current sponsors – you could be next! For more questions on how to partner with Alpha Kappa Psi and become our next sponsor, please contact us at akpsi UCLA@gmail.com