



# STOCK PITCH MADNESS

February 17-18, 2018

<https://smpdrexel.com>

## SPONSOR GUIDE

### How to Get the Most Out of Sponsoring Stock Pitch Madness

Want to get the most out of Stock Pitch Madness but do not know how too? New to sponsoring stock pitch competitions? We're here to help. This guide was constructed with three major benefits in mind – recruiting, brand recognition, and product feedback.

#### Recruiting

Stock pitch competitions are a great place to find some of the world's brightest business students, and there are a lot of ways to increase your company's effect. Having the time to go through resumes beforehand gives you the advantage of having access to the resume database that will house top business student's resumes that will be in attendance at the event and the opportunity to reach out and see their level of interest. Even if you do not receive early resumes there is still opportunities at Stock Pitch Madness to ensure your company's impact. Here are some tips:

- 1. Bring judges.** Being a judge at Stock Pitch Madness is a great way to interact with and gauge student's level of knowledge. If your company is sponsoring a sector for students to pitch, it would be great to have company judges to help pick the best pitches based on your company's needs.
- 2. Be prepared to "sell" your company and answer questions about internships/jobs.** Students want to know about the opportunities that are available to them at your company and want to gauge if your company is possibly a good fit for them. So be ready to give your experience at your job, what the culture is like, and the qualities your company highlights as the best potential candidate for your company.
- 3. Get resumes early.** Having the advantage of receiving resumes early helps students looking for great jobs notice you and plus you can interview students while the event is taking place at Stock Pitch Madness in order for you to expedite the process of hiring potential students.

#### Product Feedback

It is very important to engage with the students through the use of physical products (e.g: hardware), handouts and/or gear (e.g: sweatshirts and hats). Having students try your products is vital to increasing your products adoption. Here are important things to consider:

- 1. Incentivize people to use your product.** You can do this in many ways by, having a demo or offering a prize. Offering students free access or paid service is a great way to convince students to try your product.
- 2. Have a workshop.** There is no better way to teach students about your product than having a workshop. Having workshops allows you to show students how to use your products, answer any questions they may have, and most importantly allows you to sell your company to students.



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## Branding

You want students to see it everywhere and associate it with positive experiences. Being engaging as much as you can, helps to show how motivated and encouraging your company culture is. We would love to talk to you about how we can help better serve your needs, so please reach out to us as soon as possible, for us to give you the best experience possible to our students.

**1. Bring gear/interactive demos/engaging table displays.** Sponsor tables are the face of your company at Stock Pitch Madness. Having a lot of interesting giveaways will help draw attention to your company (examples: hoodies and branded backpacks). Also, giving us your gear to put into our participant bags helps to guarantee that every participant at Stock Pitch Madness receives it – which totals to over 250 students that will be advertising for the entire weekend and afterwards.

**2. Sponsor an event or meal.** A great way to interact with students is to sponsor a side event (think Shake Shack, ice skating) and a snack or meal (dinner or cookies). Having these kinds of events help to bring a large group of students to your location.

**3. Sponsor a Sector.** This is an exciting opportunity for your company. Your company gets to set the criteria for a sector that you want students to research stocks from. This helps your company to become really engaged with the students that are highly motivated to work for your company. By sending judges from your company they can see and select talent based on your company's needs. You can also offer prizes to the top team that wins your sector. When setting your criteria, students will have to research two stocks in which they must have one stock to buy and one stock to short based on the criteria that you have given.

**4. Have breakfast or lunch with the final four teams.** Having the opportunity to sit down with teams that have shown a lot of potential, is a great way to get to know more about the team of students on a personal level and build a connection with those students. We want to help build that connection by giving your company a chance to sit down and have breakfast or lunch with the final four teams. By doing this we anticipate that students will continue to see the amazing opportunities that Stock Pitch Madness has to offer.

Now that you understand how to get the most out of Stock Pitch Madness, please visit our sponsorship document at [smpdrexel.com/sponsor](https://smpdrexel.com/sponsor)! Send us an email at [sponsor@smpdrexel.com](mailto:sponsor@smpdrexel.com), in order for us to help you give an awesome experience. We hope to see you at SPM!