



# DELTA SIGMA PI

## NU RHO CHAPTER - UC DAVIS



## SPONSORSHIP PACKAGE

# About Delta Sigma Pi



## PURPOSE

Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.

## PROFILE

Delta Sigma Pi is a non-profit organization that was founded at New York University in 1907. Since its inception, it has become the largest business fraternity in the world, with more than 300 chapters and over 70 alumni chapters and special interest groups worldwide. To date, there are over 250,000 initiated members across the country.

Our chapter, Nu Rho, was established at the University of California, Davis on December, 1994. We hold various events that are centered around our four pillars: finance, professionalism, community service, and social. Through various large-scale events and collaboration with other on and off campus organizations, we aim to promote professional growth and development among the students of UC Davis.

We pride ourselves on maintaining close and professional relations with our corporate sponsors and local Davis businesses, and we strive to foster a collaboration that would be mutually beneficial to both our organization and the organizations that we are working with. By fortifying our on campus presence through frequent, high-impact events, we hope to not only spread the brand of Delta Sigma Pi, but that of our sponsors as well.

## WHY SPONSOR DELTA SIGMA PI?

- Marketing is in high visibility, high traffic areas on the UC Davis campus, targeting UC Davis students, faculty and staff – *we will be your UC Davis campus liaison*
- Your company name and logo included on promotional media for the event you are sponsoring
- Your company name and logo displayed at a variety of professional and networking events which we host throughout the school year
- Your company name and logo and a link to your website on our chapter website, located at [www.dsp-nurho.com](http://www.dsp-nurho.com) as well as on our other social media platforms
- Your company name and logo included in our bi-annual newsletter. The newsletter reaches UC Davis students, faculty, and Delta Sigma Pi Alumni
- This is a great opportunity to get actively involved with the university and the UC Davis community

# Calendar Events



## OCTOBER 2015

\*EVENT DESCRIPTIONS BELOW

FRI <b>2</b>	INTERNSHIP AND CAREER FAIR (6:00 PM - 8:00 PM)	THURS <b>8</b>	ALUMNI PANEL (7:15 PM - 9:15 PM)	TBD	TARGET CASE COMPETITION (TBD)
MON <b>5</b>	MEET THE CHAPTER (7:15 PM - 9:15 PM)	FRI <b>9</b>	PIZZA NIGHT (6:15 PM - 8:15 PM)	TBD	BI-ANNUAL PROFESSIONAL FRATERNITY GAMES (BPGF) (TBD)
TUES <b>6</b>	PROFESSIONAL NIGHT (7:15 PM - 9:15 PM)				

## EVENT DESCRIPTIONS

**ICC Fair:** Delta Sigma Pi will be hosting our 12th Annual Internship and Career Fair this fall. The focus of this career fair is to bring out bright-minded and driven students who are ready to make their impact in the workforce. We typically attract individuals with a strong interest in pursuing a career in business, specifically those who are interested in the business, finance, and engineering fields. This event will serve as a great networking opportunity for students, as well as a chance for students to learn more about the attending companies and the positions that are offered by these companies.

Expected Attendance: 200-250



**Recruitment Week:** Our semi-annual recruitment event spans over a period of one week, and attracts students from a variety of majors. Our primary focus for recruitment week is to recruit potential Brothers and to inform the student body about Delta Sigma Pi. Through our four main events, Meet the Chapter, Professional Night, Alumni Panel, and Pizza Night, we strive to offer students multiple dynamic platforms to network with each other and interact with others in a professional environment.

Expected Attendance: 100-150



# Calendar Events



**Target Case Competition:** Our Sixth Annual Business Case Competition will be sponsored by Target, one of the nation's leading discount retailers. This competition is open to all undergraduate students and provides students with an opportunity to develop and showcase skills pertinent to their success in their future careers. Competing students will form groups and formulate informed strategies that they will present to Target representatives. The case competition consists of a series of events, including a kick-off event, preliminary rounds, and a final round.

Expected Attendance: 80-100 students

**BPFG:** Delta Sigma Pi's BPFG (Bi-Annual Professional Fraternity Games) occurs twice a year with attendees from various fraternities on the UC Davis campus including Delta Sigma Pi, Alpha Kappa Psi, Delta Epsilon Mu, Phi Delta Epsilon, Theta Tau, etc. This is one of our chapter's biggest events, and we can consistently expect over 250 students with a variety of academic backgrounds to attend, including business/economics, pre-med, and pre-law majors. The event consists of a series of athletic competitions between attending chapters, including sports such as volleyball, basketball, and dodgeball.

Expected Attendance: 300 students



# Data Analytics

## ONLINE PRESENCE

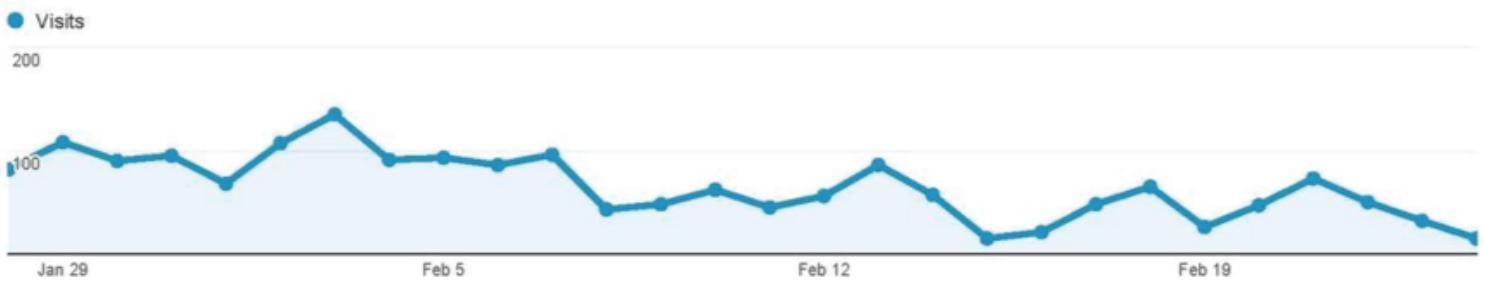
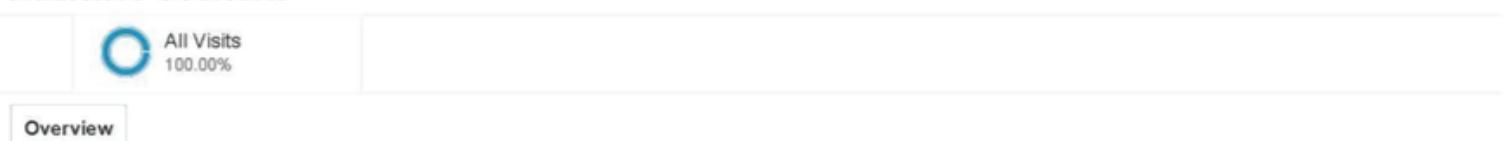
1. High volume of Consistent Traffic – **1840** Monthly visits ~ 61 visitors / day
2. High engagement rate – **4 minutes average visit duration**
3. Low Bounce Rate < 25%
4. Balance of both New and Returning Visitors
5. Targeted Traffic Exclusively to UCD Students
6. Sponsor Page: Average of 30 seconds spent on the sponsor page



DSP Nu Rho - <http://dsp-nurho.com> [Go to this report](#)  
DSP Nu Rho

### Audience Overview

Jan 28, 2014 - Feb 24, 2014



# How Can Your Company Become a Sponsor?



## SPONSORSHIP LEVELS

### EVENT SPONSORSHIP BENEFITS

- Your company logo on the event flyers
- Presentation and distribution of your company information at our General Business Meetings
- Publicity about your company at the event itself
- Your company name and logo with the event on our website

### GIFT DONATION BENEFITS

- Your company name and logo included in our bi- annual newsletter
- Your company publicized at our on-campus events if donations are used for particular events

### MONETARY DONATION BENEFITS

- Your company logo on event flyers
- Presentation and distribution of your company information at our General Business Meetings
- Your company name and logo included in our bi- annual newsletter
- Your company name logo, and link to your company website with at least one year residence on our website

\*The Benefits listed above serve merely as a minimum guideline for our corporate sponsors. We are always willing to customize benefits packages to accommodate the particular goals of each sponsor. We hope to establish a relationship that is mutually beneficial to ourselves and our sponsors.

**Thank You!**

# THANK YOU!

Thank you for your time and patience in considering our request for your sponsorship. Trust that any item or amount of money you can donate to our organization will go toward the professional development of members in our organization as well as other like-minded UC Davis students. The sponsorship you provide us enables us to continue to provide the highest quality programs for the campus and community.

## Contact Information

Please feel free to contact our Vice President of Public Relations for any questions regarding sponsorships.

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### Other Contacts:

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