



# Corporate Relations & Partnerships

# ABOUT US

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Net Impact Berkeley is a non-profit, student-run consulting group on the UC Berkeley campus. Our undergraduate chapter is the premier student group that consults for social enterprises, non-profits, and sustainable businesses. We provide a range of services to our clients, including impact and financial analysis, marketing, research, and innovative corporate social responsibility.

We believe in the power of first-hand experience working with leading industry professionals to create social and environmental impact. Each semester, project teams consisting of four to five associates and led by a project manager work together in close relationship with our clients. Our clients are changemakers in their industries with an interest in social and environmental sustainability. We strive to use our business expertise to help them make a “net impact.”

## Core Values

Responsibility  
Innovation  
Collaboration

## Purpose

We bring responsibility to businesses and innovation to responsibility, empowering individuals to drive social and environmental change.

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## Our Practice

### Market Research

- Policy & Demographic Analysis
- SWOT Analysis
- Investment Recommendations

### Growth & Scalability

- Revenue Models
- Project Feasibility
- Operations Analysis & Streamlining
- Timeline Projection

### Financial Modeling and Strategy

- Impact Evaluation & Forecasting
- Financial Modeling & Planning
- Product Development
- Management & Organizational Structure Analysis

### Competitive Analysis

- Benchmarking Studies
- Competitive Landscapes
- Market Entry Opportunities & Strategies

### Marketing & Outreach

- Sustainability & Target Marketing
- Social Media Strategy
- Campaign Development & Effectiveness

### Environmental Analysis

- Product/Resource Life Cycle Analysis
  - Industry Best Practices & Sustainability
  - Global Reporting Initiative Compliance
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## Strength Through Diversity

Our members are selected through a **highly selective recruiting process**, with an emphasis on strong problem-solving ability, analytical skill, and passion for our mission.

As a premier consulting group, we **pride ourselves upon the diverse perspectives** and new insights we bring to each project.

*Sample of the majors of our members:*

Business	Bioengineering
Computer Science	Electrical Engineering
Environmental Economics	Global Poverty & Practice
Molecular Biology	Political Science

## Past Clients

*A small sample of past clients, ranging from Fortune 500 companies to smaller non-profit organizations:*



## Professional Success

*Our current members and alumni go on to work at some of the most prestigious companies in the world:*



## Past Projects

*Past projects we have worked on include:*

### Devising financial strategies for corporate transitions

Results: Since this project's conclusion, this nonprofit has expanded to over 117 countries and is launching its first digital pilot classrooms this summer, with nationwide implementation beginning in early 2015.

### Conducting organizational analysis for an athletic nonprofit

Results: This project's recommendation received unanimous approval from the client's board of directors. Since then, the client has seen a surge in global brand recognition and will be hosting its 100<sup>th</sup> event in 2014.

# SPONSORSHIP BENEFITS

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## Events We Host

Net Impact Berkeley hosts internal and external events that are available to the Berkeley campus, as well as our members exclusively. Events that we have hosted in the past include informational sessions, case competitions, educational and recruiting workshops, and speaker panels.

## Info Sessions

Provide students with details about your current opportunities, recruitment timeline, and application requirements. Meet students who are interested in working with you from targeted disciplines and professional experiences.

Example: Consumer Financial Protection Bureau

## Case Competitions

Build relationships with students through case competitions co-hosted by Net Impact Berkeley, and take advantage of our diverse networks across campus amongst professional and academic groups.

Example: Deloitte Human Capital Case Competition

## Educational & Recruiting Workshops

Engage in opportunities to reach out to students by participating in educational and recruiting workshops. These events can be open to the entire campus, or exclusive to Net Impact Berkeley members.

Example: Ernst & Young Mid-Term Deliverables Critique Workshop

## Speaker Panels

Net Impact Berkeley has hosted a variety of speaker panel events, focused on everything from corporate social responsibility and environmental sustainability to impact consulting and international development.

Example: Kaleidoscope, When Corporate Impact Meets Consumer Behavior

## Services We Provide

### Marketing

We provide extensive marketing services to improve awareness of your events and target student attendance from different academic and professional backgrounds. Methods we use include flyers, classroom announcements, newsletters (both internally and externally), social media, and departmental contacts.

### Room Reservations

Unlike many campus groups, Net Impact Berkeley has the ability to leverage connections across campus, for example, with the Center for Responsible Business at Haas, to ensure our events are held at professional, easily accessible, and accommodating venues.

### Member Attendance

All of our externally sponsored events are mandatory for our current members to attend. Our organization alone guarantees that your efforts on campus will engage the brightest and most passionate students in addition to those you already connect with.

### Campus Connections

Net Impact Berkeley has the benefit of utilizing many connections across campus, in professional organizations and socially and environmentally responsible groups, as well as a wide range of academic disciplines and departments. This allows us to reach out to a large student population with diverse interests and experiences and target specific student groups when necessary.

## Our Commitment

- Timely communication and updates.
- Necessary administrative and financial undertakings.
- High-quality marketing and on-campus event support.
- 100% attendance at events from Net Impact Berkeley members.
- Execute recruiting efforts, marketing, and events smoothly and professionally.
- Social responsibility, environmental sustainability, and innovation in our endeavors.

## Our Goals

Our goals are to increase member exposure to professional opportunities, provide an avenue through which to host quality external events on campus, and build partnership to support our consulting practice and professional development services to members.

# SPONSORSHIP PLEDGE

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Please refer to the following types of sponsorship as you consider working with Net Impact Berkeley, or contact our VP External Affairs for any questions you may have. We are excited to partner with you in whatever ways would meet your goals and are open to exploring different options than those listed below.

## Contact Information

Charity Jensen, VP External Affairs  
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## August 2014 – June 2015 Levels of Contribution

Level A	<p><b>\$1,000</b></p> <ul style="list-style-type: none"><li>• Your logo placed on our website as a sponsor</li><li>• Communications support (forwarding information about your upcoming events, opportunities, etc.)</li><li>• One campus wide event</li></ul>
Level B	<p><b>\$1,500</b></p> <ul style="list-style-type: none"><li>• Your logo placed on our website as a sponsor</li><li>• Communications support (forwarding information about your upcoming events, opportunities, etc.)</li><li>• One campus wide and two Net Impact Berkeley exclusive events</li></ul>
Level C	<p><b>\$2,000</b></p> <ul style="list-style-type: none"><li>• Your logo placed on our website as a sponsor</li><li>• Communications support (forwarding information about your upcoming events, opportunities, etc.)</li><li>• Two campus wide and three Net Impact Berkeley exclusive events</li></ul>



# **NET IMPACT**

**UC Berkeley Undergrad**

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