**MEMO**

TO: Sharon Reynolds, Employer Coordinator

FROM: Robert Benson, Executive Director

DATE: February 9, 2017

SUBJECT: Corporate Sponsorship Initiative

As I mentioned in our last meeting, I’d like to launch a new corporate sponsorship initiative. The two main goals of this initiative are to maximize the involvement of participating employers and to increase revenue. Past sponsorship programs have had little participation and been rated poorly on surveys conducted following job fairs.

I would like to roll out this new initiative with our upcoming Collegiate Job Fair—one of our largest, most popular job fairs. Many employers have participated for several years as shown in the chart below. I have also included a table listing our top sponsors. If you examine the revenue file, you will notice that an improved program with greater participation can significantly increase revenue compared with previous years. Corporate sponsors will have greater visibility than the average employer who simply attends the job fair. Less tangibly, this will also give these companies a greater sense of ownership and involvement.

I have prepared a brief PowerPoint presentation outlining the basic concepts of the new sponsorship program. This presentation could be used to train any of our employees who will be presenting the new program to employers. Also attached is a link to the proposed agenda for the luncheon where we plan to introduce this new sponsorship program.

Please review these materials. I hope we can discuss the new program at our weekly meeting. I welcome your suggestions.