

CAREER FAIR SPONSORSHIP OPPORTUNITIES

No one knows better than you that the heart of Florida’s \$87.6 billion hospitality and tourism industry is in its workforce. Almost 270,000 people — or 40% of the workforce — are employed in Central Florida’s No. 1 sector. The fact is the demand for employees equipped with the comprehensive skills and practical experiences to fill these roles is unending and far-reaching. By the end of the decade, the U.S. Bureau of Labor Statistics projects 1.9 million — or 23.1% — of all new jobs created in the United States will be in the leisure and hospitality industry.

Twice each year, UCF’s Rosen College of Hospitality Management hosts a Career Fair, when more than 1,000 of our brightest and most-motivated students and alumni join some 100 industry partners and employers to converge on campus. The Career Fair is a chance for you to be our guest and connect with these budding hospitality managers, establish professional relationships with them and discuss potential full- and part-time jobs and internship opportunities.

Your support is critical to our Career Fair. We rely on corporate and business sponsorships to help fund programming and networking events like the Career Fair held throughout the year. When we collaborate with each other to unleash the potential of our students, their unbridled commitment to deliver exceptional experiences will ensure hospitality and tourism maintains its status as the economic engine of our state and a source of revenue that benefits communities across Florida.

SPONSORSHIP ADVANTAGES

From brand exposure to networking opportunities with top job candidates, Career Fair sponsorship can offer you various advantages.

- Digital signage throughout the Rosen College of Hospitality Management to gain maximum visibility.
- Logo inclusion on Rosen College of Hospitality Management website.
- Naming opportunities for networking meeting rooms.
- Posts to Rosen College of Hospitality Management social media sites.
- Networking receptions with students, alumni and faculty.
- Speaking engagements to welcome students and address participants throughout the event.

PARTICIPATING INDUSTRIES

Large and small companies sponsor the Career Fair, including those from hospitality, travel and tourism, events, lodging, restaurants, entertainment, lifestyle management, theme parks and attractions and sports management.

PAST SPONSORS

Central Florida
Hotel and
Lodging
Association

Explore
Charleston

Freeman

Little Gem
Resorts

Marriott
International

Marriott
Vacations
Worldwide

Universal
Orlando
Resort

Walt Disney
World Swan
and Dolphin

SAMPLING OF SPONSORSHIP BENEFITS

| BENEFITS | BLACK \$5,000 | GOLD \$10,000 |
|--|------------------|------------------|
| Sponsorship recognition (company Logo on RCHM website & digital screens on Rosen College of Hospitality campus). | ✓ | ✓ |
| One pre-event post on social media channels: Facebook, Instagram, LinkedIn. | ✓ | ✓ |
| Complimentary registration for one in-person Career Fair (Fall or Spring). | ✓ | ✓ |
| Premier event booth space (single booth) – first come, first served. | ✓ | ✓ |
| Pre-Career Fair tabling opportunity on campus of sponsors only. | ✓ | ✓ |
| Complimentary registration for two Career Fairs (Fall and Spring). | | ✓ |
| One private room to conduct on-site interviews – limited availability. | | ✓ |
| Premier Sponsorship of Ready Room for Students. | | ✓ |
| Premier Sponsorship of Spring Alumni and Graduating Seniors Reception. | | ✓ |
| Opportunity for an executive or representative to serve on a RCHM advisory board. | | ✓ |