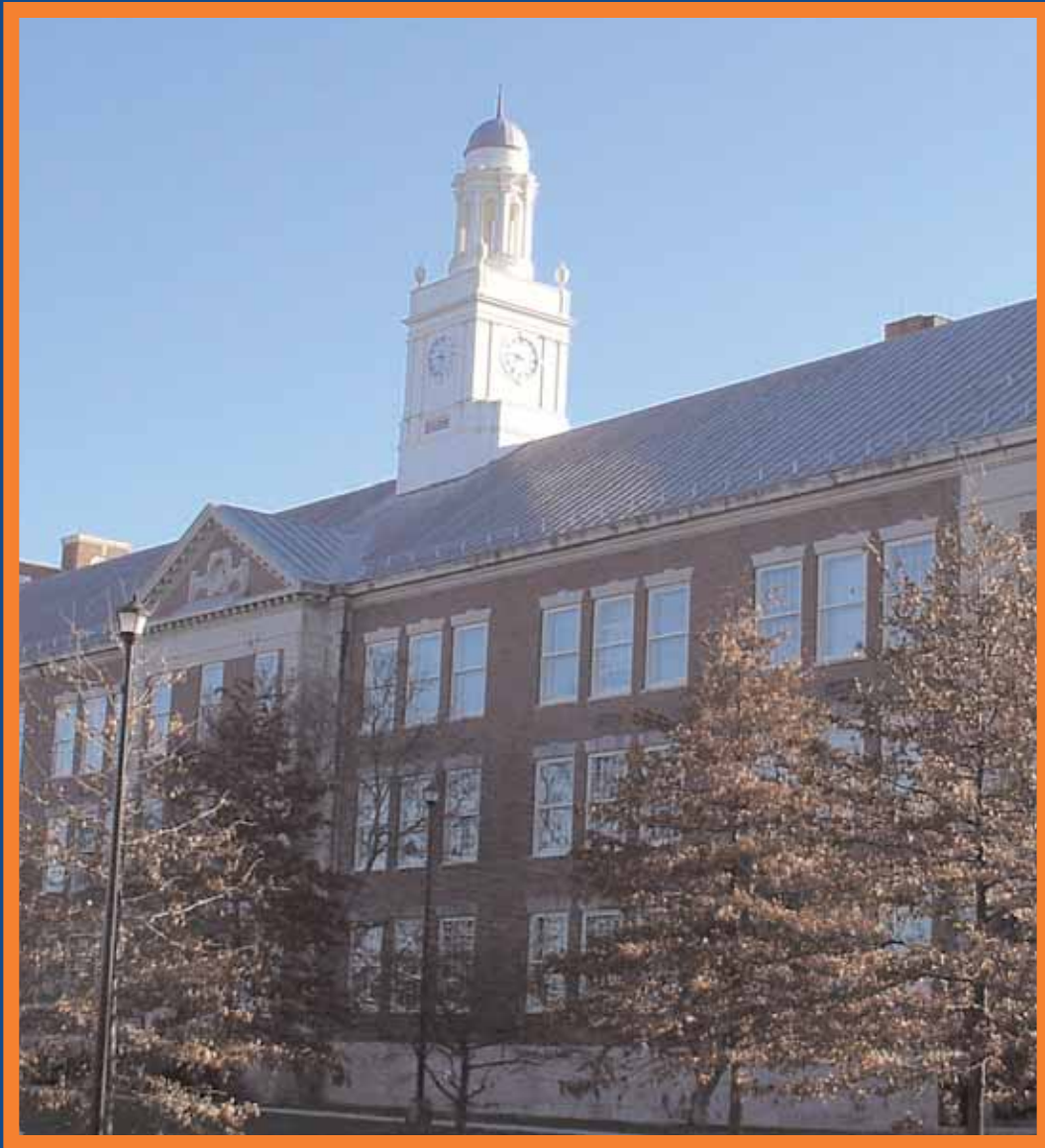


State University of New York at New Paltz

# SCHOOL OF BUSINESS

## SPONSORSHIP OPPORTUNITIES



van den Berg Hall



# SUNY NEW PALTZ SCHOOL OF BUSINESS

## SPONSORSHIP OPPORTUNITIES

### *By the numbers...*

#### **Did you know that the SUNY New Paltz School of Business boasts**

- 750 undergraduates, 130 graduates, 25 faculty and 6 staff members
- Half of our faculty members come from eight different countries around the globe
- Our students represent 19 different countries

#### **Since becoming a School of the University in 2001, we have conferred**

- 800 Bachelor of Science degrees and 230 MBAs

#### **We have six active business student associations–**

- the Accounting & Finance Association, American Marketing Association, Dean's Student Advisory Board, Management Association, Students in Free Enterprise, and Student Organization for Business Ethics & Research- some of which successfully compete nationally and regionally. In the last year, our student associations have won eight awards.

#### **We currently offer 45 different courses every semester, as well as internship and independent study opportunities.**

#### **Many different businesses and organizations have used our facilities and the talents of our professors and students in research or development projects.**

### *Impacting the Hudson Valley and beyond...*

For 176 years, SUNY New Paltz has made its home in the Hudson Valley, and the College's future is deeply connected to the vitality of the region. We serve as a powerful economic engine that contributes \$195.5 million annually to the Hudson Valley's economy, and \$205.2 million to New York State's economy. The College also enriches the quality of life in the region through academic and cultural offerings.

### *Getting involved...*

Whether your initial investment is \$100 or multi-millions, your support has a major impact on the program at SUNY New Paltz School of Business. And there are dozens of ways you can help!

- Sponsor a program or an association
- Provide an internship
- Use the Business Institute
- Support a scholarship
- Advertise in one of our journals
- Provide a major gift for new facilities

The opportunities are endless. After you've reviewed our initial offering herein, give us a call. We'd love to work with you to tailor a giving program to your areas of interest.

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## TRADING ROOM

The Trading Room will prepare students for careers as business leaders by giving them real experience in the financial trading world. The room will contain software, databases and data feeds that will provide students with hands-on knowledge and experience in the areas of trading, markets, research, and analysis. The room will also be available for non-credit courses and workshops geared to regional businesses and high school students.

### **Presidential Sponsor**                      **\$50,000**

- All the benefits of an Executive Sponsor
- Private dinner with the SUNY New Paltz President and community leaders

### **Executive Sponsor**                      **\$25,000**

- All the benefits of a Principal Sponsor
- Company executive introduced at dais at the Grand Opening Ceremony

### **Principal Sponsor**                      **\$10,000**

- Company name on a plaque inside the room
- Designated as a sponsor on the Grand Opening Ceremony invitations
- Recognition during the Grand Opening Ceremony
- Designated as a sponsor in press release
- Designated as a sponsor on our website with a link to the company's home page

**Or, contact us for a list of software or databases that your company can donate.**



## LEADERSHIP LAB

The Leadership Lab takes our educational environment beyond the traditional classroom. Equipped with professional video equipment, the lab functions as a simulated business setting, where students give presentations, facilitate meetings and work on team projects – all in front of the camera. Students can review their performance with their professors and quickly sharpen their leadership and team building skills. This lab will also house an extensive library of current literature in the field.

### **Fellow** **\$10,000**

- All the benefits of a Patron
- Private dinner with the Dean and local business leaders

### **Patron** **\$5,000**

- All the benefits of a Sponsor
- Company executive introduced at dais at the Grand Opening Ceremony

### **Sponsor** **\$2,500**

- Company name on a plaque inside the room
- Designated as a sponsor on the Grand Opening Ceremony invitations
- Recognition during the Grand Opening Ceremony
- Designated as a sponsor in press release
- Designated as a sponsor on our website with a link to the company's home page



## BUSINESS LEADER'S SPEAKER SERIES Annual Sponsorship

This will be the Business Advisory Council's (BAC) annual event. These distinguished speakers will attract an audience of business leaders, alumni, faculty and students.

### **Patron**                      **\$5,000**

- All of the benefits of a Sponsor
- Full page ad in the program will be a back cover ad
- Company executive introduced at dais

### **Sponsor**                      **\$2,500**

- All of the benefits of a Friend
- Full page ad in the program will be an inside cover ad
- Company banner displayed at the ceremony

### **Friend**                         **\$1,000**

- Designated as a sponsor on the invitations
- Full page ad in the program
- Recognition during the ceremony
- Designated as a sponsor in press release
- Designated as a sponsor on our website with a link to the company's home page



## HALL OF FAME INDUCTION CEREMONY Annual Sponsorship

This is the School's largest, most anticipated event! The event is well attended, with more than 240 business professionals attending. Sponsorship will give your company major exposure in the Hudson Valley region. This annual event acknowledges the achievements of those who have made significant contributions to their respective business professions. We honor a Business Person, Alumnus/a, and Student of the Year, and present a Dean's Award of Excellence.

### **Presenting Sponsor** **\$3,000**

- All of the benefits of the Corporate Sponsor
- Full page ad in the program will be a back cover ad
- Company executive introduced at dais

### **Corporate Sponsor** **\$1,500**

- All of the benefits of the Business Sponsor
- Full page ad in the program will be an inside cover ad
- Company banner displayed at the ceremony

### **Business Sponsor** **\$1,000**

- All of the benefits of the Company Sponsor
- Designated as a sponsor on the save the date card and invitations

### **Company Sponsor** **\$500**

- Full page ad in the program
- Recognition during the ceremony
- Designated as a sponsor in press release
- Designated as a sponsor on our website with a link to the company's home page



## BUSINESS PLAN CONTEST SCHOLARSHIP

This contest provides students an opportunity to explore and test their ideas and knowledge in real business settings by researching and developing an idea local businesses submitted or coming up with their own idea. The students, faculty and local business executives who participated and/or attended the program in the past were very excited about this contest and felt it was a valuable learning experience.

### **Patron**                      **\$5,000**

- All of the benefits of a Sponsor
- Company executive introduced at dais
- Company banner displayed at the ceremony

### **Sponsor**                      **\$2,500**

- All of the benefits of a Friend
- Designated as a sponsor on the invitations

### **Friend**                      **\$1,000**

- Recognition during the ceremony
- Designated as a sponsor in press release
- Designated as a sponsor on our website with a link to the company's home page

## NAMED STUDENT SCHOLARSHIP

### **Named Student Scholarship**    **\$1,000**

- Designated as a sponsor in press release
- Designated as a sponsor on our website with a link to the company's home page

## STUDENT, ALUMNI & BUSINESS PROFESSIONAL NETWORKING EVENT Annual Sponsorship

This annual event is held during Alumni Weekend and provides an opportunity for more than 50 local business people, alumni, students, faculty and staff to meet and interact.

### Gold Sponsor     \$500

- All of the benefits of a Silver Sponsor
- Company banner displayed at the ceremony

### Silver Sponsor     \$200

- All of the benefits of a Bronze Sponsor
- Designated as a sponsor on the invitations

### Bronze Sponsor     \$100

- Recognition during the ceremony
- Designated as a sponsor in press release and program
- Designated as a sponsor on our website with a link to the company's home page



## STUDENT ASSOCIATION SPONSORSHIP

Our students work actively outside the classroom to put their course work into practice. Student organizations give students hands-on experience in organizing conferences and workshops, creating budgets, and serving the public. As members of these organizations, our students put together major campus events, such as Business Day and Student Development Day, and successfully participate in regional and national competitions and conferences. The following are the School of Business Student Associations (SA).

**Accounting and Finance Association**  
**American Marketing Association**  
**Dean's Student Advisory Board**  
**Management Association**  
**Student Organization for Business Ethics and Research**  
**Students in Free Enterprise**

### **Student Association Annual Sponsor** **\$1,500**

- Designated as a sponsor on the SA's invitations for their events that year
- Company banner displayed at the SA's events that year
- Designated as a sponsor on our website with a link to the company's home page
- Designated as a sponsor in all press releases for the SA's events that year

### **Student Association Event Sponsor**

American Marketing Association's Business Day	Spring
Accounting and Finance Association's Symposium	Fall
Management Association's Student Development Day	Fall
Student Organization for Business Ethics and Research's Debates	Spring and Fall

### **Gold Event Sponsor** **\$500**

- Company banner displayed at the event
- Two invitations to the reception thanking conference presenters
- Designated as a sponsor in all press releases
- Complimentary table showcasing company products and services
- Full page ad in program
- Two complimentary tickets to the event

### **Silver Event Sponsor** **\$200**

- Designated as a sponsor in all press releases
- Complimentary table showcasing company products and services
- Half page ad in program
- One complimentary ticket to the event

### **Bronze Event Sponsor** **\$100**

- Quarter page ad in program
- One complimentary ticket to the event



# SUNY NEW PALTZ SCHOOL OF BUSINESS SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP FORM

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Please check which type of sponsor your company would like to be.

### TRADING ROOM

Presidential Sponsor     Executive Sponsor     Principal Sponsor

### LEADERSHIP LAB

Fellow     Patron     Sponsor

### BUSINESS LEADER'S SPEAKER SERIES ANNUAL SPONSORSHIP

Patron     Sponsor     Friend

### HALL OF FAME ANNUAL SPONSORSHIP

Presenting     Corporate     Business     Company

### BUSINESS PLAN CONTEST PARTICIPANT SCHOLARSHIP

Patron     Sponsor     Friend

### NAMED STUDENT SCHOLARSHIP

### STUDENT, ALUMNI & BUSINESS PROFESSIONAL NETWORKING EVENT ANNUAL SPONSORSHIP

Gold Sponsor     Silver Sponsor     Bronze Sponsor

### STUDENT ASSOCIATION ANNUAL SPONSORSHIP

Accounting and Finance Association     Management Association  
 American Marketing Association     Student Org. for Bus. Ethics and Research  
 Dean's Student Advisory Board     Students in Free Enterprise

### STUDENT ASSOCIATION EVENT SPONSORSHIP

Event	Sponsor Level (Gold, Silver, Bronze)
American Marketing Association's Business Day	_____
Accounting and Finance Association's Symposium	_____
Management Association's Student Development Day	_____
Student Organization for Business Ethics and Research's Debates	_____

*Please enclose a check payable to SUNY New Paltz Foundation/School of Business along with this completed form to:*

Hadi Salavitar, Dean, School of Business, SUNY New Paltz  
One Hawk Drive, New Paltz, NY 12561-2443

**For more information, call Hadi Salavitar at 845-257-2930.**

## SCHOOL OF BUSINESS

State University of New York at New Paltz

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