



CORPORATE SPONSORSHIP

Thank you for your interest in partnering with Alpha Kappa Psi, a distinguished professional business fraternity at the University of California, Berkeley. We are an officially sponsored organization of the Haas School of Business and strive to reach out to the student community through many professional and service events. Our organization is unique in that it attracts talented students interested in business from a variety of academic disciplines. We have the resources to help connect your company with the student body and provide a unique channel to further establish your presence at this university.

How can Alpha Kappa Psi help you?

As one of the largest student business organizations on campus, Alpha Kappa Psi can serve as a unique liaison between your firm and the students of UC Berkeley. We can help your company strengthen its presence at this university and assist in effectively finding a concentration of the most qualified candidates for employment. Our relationship can begin with something as simple as your company link and logo on our website or go as far as co-hosting info sessions, career fairs, and case competitions. With our experience in a wide range of campus events, we can help you reach out to students through any method of your choice.

Why support Alpha Kappa Psi?

Alpha Kappa Psi has built a strong reputation as one of the elite student organizations at UC Berkeley. Our active body is composed of over 50 students with diverse backgrounds in business, economics, math, engineering, and science, selected from a pool of highly qualified candidates through a competitive recruitment process. Members of our organization graduate going into exciting opportunities in investment banking, consulting, accounting, quantitative finance, entrepreneurship, marketing, and graduate school. Most of our members have acquired a significant amount of industry experience prior to graduation, and this professionalism is reflected in our campus activities. The incorporation of Alpha Beta Consulting in 2002 has also provided members a chance to utilize their business knowledge and experience to make a lasting impact on our local nonprofit community. Alpha Kappa Psi offers our members many opportunities to develop professionally while promoting a strong sense of community.

The cohesiveness of our organization and strong external image differentiates us from other campus organizations. These qualities will allow us to help your firm effectively capture the interest of your target pool of students. We look to leverage the experience and knowledge of our members to establish a new and lasting partnership with your firm.

How do you become a sponsor?

Alpha Kappa Psi is confident that it has both the resources and experience to build a meaningful relationship with your company. Please feel free to contact us regarding any of our following sponsorship packages or to discuss a custom package for your company. We look forward to working with you!

Sincerely,

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SPONSORSHIP PACKAGES

Bronze

Semester package: \$250

- Affiliation with a professional business fraternity sponsored by the Haas School of Business
- Company link and logo on the Alpha Kappa Psi website (www.calakpsi.com)
- Access to the Alpha Kappa Psi resume book

Silver

Semester package: \$500

- All benefits of the Bronze package
- Co-hosting and marketing of a recruiting event on campus

Gold

Semester package: \$1000

- All benefits of the Silver and Bronze packages
- Company logo on all fraternity brochures and event programs
- Co-hosting and marketing of an additional on-campus event
- Distribution of flyers to students included in our marketing efforts for your events*

** Please refer to "Information Sessions" and "Additional Events" on pages 4 and 5 for more details.*

Please note that we can design a custom-made sponsorship package to accommodate your company's needs. The above packages serve as a general guideline of benefits that Alpha Kappa Psi would like to offer at various sponsorship levels. To discuss any adjustments that you may need, please contact the Corporate Relations Directors.

Snapshot of Alpha Kappa Psi

- Officially sponsored organization of the Walter A. Haas School of Business
- Over 50 members with backgrounds in business, economics, math, engineering, and science
- Members pursue careers in investment banking, consulting, accounting, quantitative finance, entrepreneurship, marketing, and law
- Awarded the prestigious Chapter of the Year award in 2004 recognizing continuous strides towards excellence
- Spearheaded the first annual Stock Analysis Competition with representatives from Goldman Sachs, KKR Financial, EastPeak Advisors, and Texas Pacific Group Capital in Fall 2007
- Annually hosts the Venture Capital Case Competition with top Silicon Valley firms in the spring
- Annually co-hosts the Big Four Accounting Forum
- Introduced Alpha Beta Consulting in 2002, a student consulting group that offers pro bono services to local nonprofit organizations, to enact positive social change in the community



SPONSORSHIP BENEFITS



INFORMATION SESSIONS

An information session is one of the most useful ways to promote your campus recruiting efforts to students. General info sessions can provide an overview of the company, establish your company's presence on campus, and introduce employment opportunities to potential candidates. They can be held at any time during the year, but info sessions held closer to the recruiting season can be a particularly effective way to boost the number of submitted resumes and provide opportunities to meet talented students.

If your company already has a strong presence through the campus career fairs, hosting an additional info session soon after can be an extremely useful way to further interact with particularly strong applicants. It can also offer them a chance to learn more about your firm in a more intimate setting.

Alpha Kappa Psi can help your company organize an info session on the UC Berkeley campus. Please try to contact us at least three weeks prior to your event to allow time for planning logistics and organizing marketing efforts for the event.

Time

Info sessions held after 6pm on Tuesday, Wednesday, or Thursday typically have better turnouts.

Location

We can help your company reserve a room appropriate for the event. Please inform us how many attendees are expected at the event and whether any additional arrangements such as audio/visual equipment or catering services will be needed.

Equipment

Some rooms are equipped with various audio/visual systems such as LCD projectors, televisions, and VCR/DVD players. For rooms that do not have these available, equipment can be rented for a minimal fee.

Publicity

Alpha Kappa Psi will publicize your event by posting flyers around the Haas School of Business and other target areas of interest. We will also send out e-mails to the relevant student organizations and campus career mailing lists.

With the Silver Sponsorship Package, for an additional donation of \$200, we can also help you hand out flyers to students on campus for two days preceding your event. Members of Alpha Kappa Psi will distribute flyers to students on their way to and from class on Upper Sproul (the most highly trafficked area on campus) from 10am to 2pm for those two days. Handing out flyers is a more direct way of marketing and can drastically increase the attendance of your event.



ADDITIONAL EVENTS

As part of our Gold Sponsorship Package, Alpha Kappa Psi offers its services in co-hosting and marketing for an additional on-campus event that your company may have. This includes distribution of flyers to students for both of your events, as outlined in the “Publicity” section on the previous page. While our sponsorship packages accommodate up to two recruiting events per semester, please do not hesitate to contact the Corporate Relations Directors if your firm would like to discuss the possibility of hosting any additional events.

RESUME BOOK

To help your company recruit highly qualified students interested in business careers, Alpha Kappa Psi provides a book of our members’ resumes in return for sponsoring our organization. The resume book is updated at the beginning of each semester. We will provide an electronic copy of the most updated version.

Alpha Kappa Psi comprises of some of the brightest and most ambitious students at UC Berkeley. Only the most outstanding students are offered admittance into our organization from the hundreds of candidates that undergo our recruitment process each semester. Members have a wide range of backgrounds in business, economics, math, engineering, and science. In addition to their academic successes, our members have acquired extensive work experience in their fields of study. Furthermore, through active involvement in various leadership roles within the chapter, Alpha Kappa Psi members have gained invaluable teamwork and organizational skills.

Given the exceptional qualifications of Alpha Kappa Psi’s members, this resume book is an invaluable asset for companies seeking to recruit well-rounded and talented employment candidates.

COMPANY LINK AND LOGO

Adding your company’s link and logo to the Alpha Kappa Psi website (www.calakpsi.com) is the quickest and easiest way to give your company additional exposure to the students at UC Berkeley. Similarly, adding your company’s logo to the Alpha Kappa Psi brochure and all event programs will maximize your firm’s visibility. We hold numerous campus-wide events throughout the semester that will provide many opportunities for students to see your company’s logo.

Rush Week

Rush week consists of a series of recruiting events with the purpose of finding qualified students to whom we would like to offer membership into Alpha Kappa Psi. This semester’s events will take place during the last week of January and continue into the first week of February. Intensive marketing efforts begin immediately after the semester begins and continues until the end of rush. We highly encourage you to take advantage of this opportunity to associate your company with our organization during this time as we have extremely high visibility on campus.

Your company’s link and logo will be more effective during this time as the Alpha Kappa Psi website generates high levels of traffic from casually interested students and individuals undergoing the recruiting process. A large quantity of brochures is handed out to passersby on campus through our marketing efforts. We also have programs for most of our recruiting events, which are attended by over a hundred students. Having your company logo cemented on our brochures and event programs earlier in the semester will garner your firm the most attention.