

Ball State University



Career Center Partnership Program

The Career Center is pleased to offer our Partnership Program for employers. This provides the opportunity to

1. build brand identity;
2. make connections with students, faculty, and more;
3. leverage resources to help you meet your recruiting goals; and
4. strengthen your ties to our campus.

The Partnership Program is a \$2,000, one-year commitment toward working closely with the Career Center. The program is an addition to the great opportunities we provide to all employers who work with our office.

We also offer a Sponsorship Program for employers who are interested in underwriting specific events and programs. The Sponsorship Program provides branding opportunities for your organization through targeted methods, both at career fairs and through the academic year.

If you'd like to sign on to the Partnership Program or to learn more about sponsorship opportunities, please contact me. If you have other ideas or questions, I'd love to hear those too.

James Mitchell
Associate Director for Employer Relations
765-285-2452 | jmitchell@bsu.edu



Employer Partnership Participant Exclusive Benefits

Cardinal Job Fair registration fees (two per year)
Preferred booth near student check-in during career fairs
Splash and scrolling ads on the Career Fair Plus app
Early and automatic registration for career fairs
Premium reserved parking for career fairs (two spots at each event)
Extra representatives at the job fair for no additional cost (three instead of two)
Special student exposure event (e.g., bring students to office/site visit, freshmen and sophomore presentation, student organization)
Recognition during Career Center's summer orientation presentation to students and family members
Online recognition on website / Cardinal Career Link
Ongoing recognition on social media (Facebook, Twitter, LinkedIn)
Early notification of interviewing opportunities
Preferred dates for on-campus interviews
Distribution of promotional items in Career Center
Signage installed in main Career Center office (e.g., display of company name)
Recognition on the printed program calendar
Recognition during workshops