

# 21ST CENTURY PARTNER PROGRAM

## What is the **CCO**?

The **Center for Career Opportunities** empowers Boilermakers to achieve lifelong personal and professional success by bridging the gap between students and employers.

## Why Become a **Partner**?

The **21st Century Partner Program** increases employer brand awareness on campus and offers significant recruitment conveniences. Your organization will receive increased visibility among prospective student hires from Purdue University.

## How are **Funds Used**?

Your partnership makes it possible for the CCO to provide career development programs and services for Purdue students and alumni. These funds support the CCO Peer Consultant program, Career Services Software, and CCO Marketing Internships.

# PARTNER LEVELS

## Corporate Partner \$2,500

### CONVENIENCES

- Preferred placement at Purdue's Just In Time Job Fair
- Parking pass during interview activity at Young Hall
- Online access to student resume book
- Invitation to Diversity Student Leaders Reception
- Membership to CCO's Partnership Council
- 12 interview rooms during non-peak recruitment season
- 8 interview rooms during peak recruitment season
- 4 interview rooms the day after Purdue career fairs
- Access to a CCO Personal Employer Coordinator
- Access to CCO Recruitment Logistics Staff during campus visit
- Regularly scheduled Employer Partner group briefings and events

### PROMOTION

- Company logo on the CCO website, campus monitors, and Young Hall's Wall of Recognition
- Company brand listed in the CCO Handbook
- 1 day of company branding on the CCO homepage
- Strategic Twitter and Facebook post
- Promotional blog post
- Company highlight on the Inside Track email newsletter

## UPGRADE YOUR PARTNERSHIP

Receive all Corporate Partner Benefits **PLUS** the upgraded benefits below



### Executive Ambassador

\$5,000

### CONVENIENCES

- 2 extra interview room reservations during non-peak season

### PROMOTION

- 1 extra day of company branding on the CCO homepage
- 1 email blast per semester
- Featured Day on Campus/Info Session on CCO Calendar
- Instagram story takeover



### Director's Circle

\$10,000

### CONVENIENCES

- Professionally branded interview suite
- Designated parking spot at Young Hall
- 4 extra interview room reservations during non-peak season
- 2 extra interview room reservations during peak season
- Professional consultation by Executive Director
- Virtual workspace for Interns

### PROMOTION

- 2 extra days of company branding on the CCO homepage
- 2 email blasts per semester
- Company logo posted on the CCO's Career Spots website
- Featured Day on Campus/Info Session on CCO Calendar
- Instagram Takeover and Post
- Shout out in the Success Express Podcast

**NOTE:** Subject to IRS regulations, tax deduction will be credited for the company's gift to the Center for Career Opportunities at the Executive Ambassador and Director's Circle amount minus the value of the reduced ad purchase if this particular benefit is utilized.