

THE BLACK BUSINESS STUDENT ASSOCIATION

Fall 2018 Proposal

“Not Just An Organization, But An Opportunity”

ABOUT US

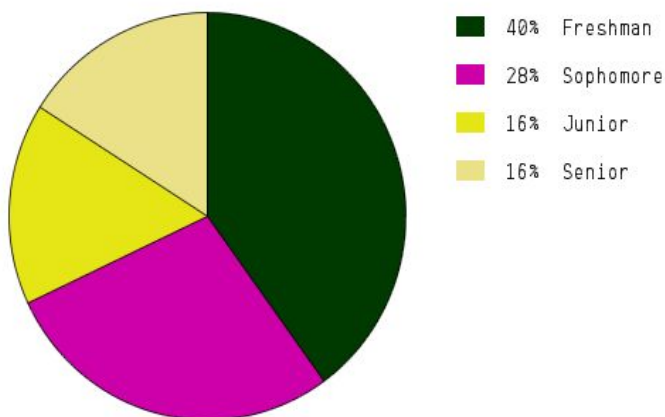
Black Business Student Association (BBSA) of The University of Texas at Austin is a professional organization that was established to serve African Americans and business-minded students. To provide members exposure to a wide range of business interests, incorporate nontraditional business alternatives into sponsorship, orient freshmen students with McCombs and its business culture and to further develop upperclassmen members' professional skills. Founded in October of 2005, BBSA is dedicated to providing academic, professional, and social support to students.

To achieve our goal, we implement a variety of programs that uniquely benefit each of our members. We invite students of all majors, backgrounds, and work experience in order to provide a welcoming and business-oriented environment for everyone interested in BBSA.

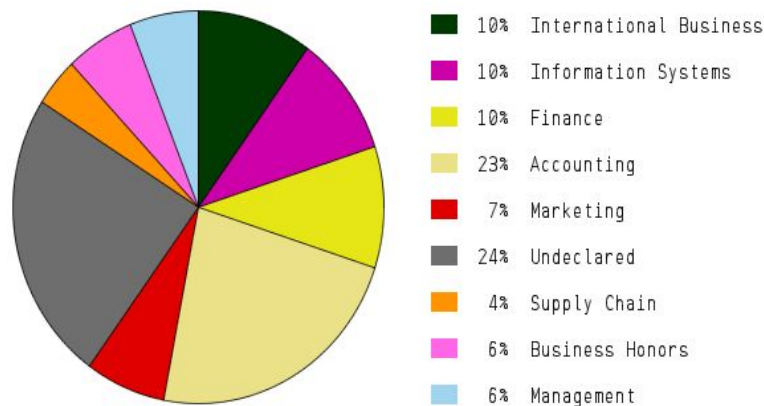
The members of BBSA strongly adhere to the principles of achievement, unity, and service. We are a close knit organization that strives to work together to encourage and support one another.

With the corporate sponsorship of companies such as yours, BBSA will continue to expand as a professional organization and implement worthwhile programs for our members and university's student body as a whole. This school year we will continue to serve our campus and community through both corporate networking and social networking events, as well as various educational programs catering to professional development.

OUR MEMBERS BY CLASSIFICATION



OUR MEMBERS BY MAJOR



GENERAL SPONSORSHIP GUIDELINES

Are you a new, potential, or returning sponsor of the Black Business Student Association? Is your company interested in becoming involved with BBSA, but unsure of how to do so? Would you like your financial support utilized in a manner best suited for both your firm and BBSA during the course of the year? If you answered yes to any of the above questions, the options below are perfect opportunities for your company to get involved with our organization. If you're interested in specific sponsorship opportunities, our Executive Vice-President can provide you with additional information.

Visit **UTDirect to Complete Corporate Giving Online at:**

<https://utdirect.utexas.edu/apps/utgiving/online/nlogon/?menu1=GRSL>

What's In It for You?

We are currently seeking corporate sponsorship from companies that have an interest in recruiting a talented and diverse workforce! By sponsoring a BBSA event, your company could:

- Receive the resumes of talented and skilled minority students
- Encourage and maintain the values of diversity in the workplace
- Add diversity of thought to the workplace for innovative problem solving
- Help empower college students preparing to enter the professional world
- Share knowledge of corporate success with eager students
- Create a positive and lasting impression of your company

Sponsorship Levels:

BRONZE \$750	SILVER \$1050	GOLD \$1450	PLATINUM \$1750+
<ul style="list-style-type: none"> ◆ Attend one meeting ◆ Ability to hand out sponsor coupons, samples, paraphernalia, etc. at meetings ◆ Recognition on all publications used on all promotional materials ◆ Company logo posted on website ◆ Thank you certificate ◆ BBSA organization gift 	<ul style="list-style-type: none"> ◆ Attend two meetings ◆ Benefits of bronze level ◆ Company logo posted on website with an active link directly to company site ◆ Inclusion as "Sponsor of the Month" on our listserv newsletters ◆ 2016-2017 BBSA resume book 	<ul style="list-style-type: none"> ◆ Attend three meetings ◆ Benefits of silver level ◆ Private meeting or dinner with officers and/or hand selected members ◆ Sponsored community service event 	<ul style="list-style-type: none"> ◆ Attend three or more meetings ◆ Benefits of gold level ◆ Sponsors name included in the name of official program/event ◆ Opportunity to be a keynote speaker at a program/event ◆ Digital copy of program/event pictures ◆ One book scholarship to be offered to dues paid members in your company's name

EVENTS AND DESCRIPTIONS

The events below already have dates set in place for the upcoming Fall semester. If these dates do not accommodate your companies' schedule we would like to offer you the opportunity to create a meeting from the ground up to present to our members. The meeting can range from bringing multiple colleagues to speak to having a more informal, personal meeting with our members. Step 1: Choose a meeting for your company from the list below or the BBSA Meeting Builder sent to you. Step 2: Coordinate with Aston the date you would prefer to meet with BBSA. Step 3: If creating meeting from scratch contact Aston for details of the schedule for the meeting.

Contact Aston Welch for more details.

Building Your Brand

Date: Wednesday, September 5, 2018

Time: 6:00-7:00 PM

Expected Number of Participants: 40

Event Description:

We will be introducing new aspects of our organization, explaining what being dues paid will mean and kicking off the semester with our Building Your Brand workshop. With career week approaching, we want to encourage our members to discover who they are and what they want to achieve throughout their lifetime. From the eyes of professionals, we want to see how to approach selling and bringing our "whole selves" to interviews, networking events and internships. This meeting should steer our members in the direction needed to recognize how their purposes and passions can blend with their companies and careers.

Thanksgiving Etiquette Dinner

Date: Wednesday, November 14, 2018

Time: 6:00-7:00 PM

Expected Number of Participants: 75

Event Description:

Our Thanksgiving Dinner lands during a critical time in the semester when students are riding the lines of exhaustion and stress from their schedules and upcoming exams. We strive to make this dinner about more than just how to pass the salt and determine which drink belongs to you. We want to recharge everyone, so that they may finish the semester strong while simultaneously providing them with the opportunity to network in a setting similar to those they will experience in the workforce.

PRIMARY CONTACTS



MORIAH CRESWELL: PRESIDENT

Moriah is a fourth year Integrated Masters in Public Accounting major in the McCombs School of Business.

Contact:

moriahcreswell97@utexas.edu

(210) 573 - 6046

ASTON WELCH: EXECUTIVE VICE PRESIDENT

Aston is a third year Supply Chain Management major in the McCombs School of Business.

Contact:

aston.welch@utexas.edu

(214) 728-0908



To discuss **general sponsorship**, please contact **Aston Welch**.
Moriah Creswell is also openly available as an additional resource.

To learn more about our organization,
please visit www.texasbbsa.com.