

PROGRAM LEVELS	PLATINUM	GOLD	BLUE	SILVER
Academic Year Partnership	\$12,000*	\$7,500*	\$5,000*	\$3,500*
<b>BRANDING &amp; VISIBILITY</b>				
Employer logo with link on Career Center site	✓	✓	✓	✓
Employer added to exclusive Handshake Collection to highlight jobs to students	✓	✓	✓	✓
Year-round visibility on digital displays in the Career Center	✓	✓	✓	✓
Named sponsor of one large event or service per year, as available (e.g. conferences or mock interviews)	✓			
<b>STUDENT ACCESS &amp; OUTREACH</b>				
Handshake Job Postings and Events promoted on Career Center website	✓	✓	✓	✓
Company logos highlighted on social media each semester	✓	✓	✓	✓
Targeted Student Emails	6/year	6/year	4/year	1/year
Priority invitation for special event participation	✓	✓	✓	
Career Center room use and Handshake scheduling for coffee chats; includes parking pass	4 days/year	2 days/year	1 day/year	
Complimentary resume book download	4 books/year	3 books/year	1 book/year	1 book/year
Recruiter in Residence option for a week in Spring	✓	✓		
Instagram story takeover (pre-recorded)	2x/year	1x/year		
Instagram Reel Collaboration video	2x/year	1x/year		
<b>CAREER FAIRS &amp; EVENTS</b>				
Guaranteed access to Career Fairs, if registered by the deadline	✓	✓	✓	✓
Complimentary Resume Books from Career Fairs you attend	Unlimited	2/year	1/year	
Complimentary registration for In Person Career Fair	1/year	1/year		
Complimentary registration for Virtual Career Fair	1/year	1/year		
Complimentary booking for Information Sessions held in Blue or Gold Room in the Career Center	2/year	1/year		
<b>CONSULTATION</b>				
Exclusive partner email for concierge service	✓	✓	✓	✓
Ongoing support from dedicated Career Center staff	✓	✓	✓	✓
Invitation to Annual Berkeley Circle Roundtable luncheon	✓	✓	✓	✓
Strategic recruitment meetings with Employer Relations staff	✓	✓	✓	
DEI recruiting consultation with Employer Relations staff	✓	✓	✓	

\*Non-profits with 501(c)(3) status: \$6000 (Platinum), \$3750 (Gold), \$2500 (Blue), \$1750 (Silver)