

PLATINUM  
\$12,000\*

GOLD  
\$7,500\*

BLUE  
\$5,000\*

SILVER  
\$3,500\*

### BRANDING & VISIBILITY

Employer logo with link on Berkeley Career Engagement (BCE) website	✓	✓	✓	✓
Employer added to exclusive Handshake Collection to highlight jobs to students	✓	✓	✓	✓
Year-round visibility on digital displays at BCE	✓	✓	✓	✓
Named sponsor of one large event or service per year, as available (e.g. conferences or mock interviews)	✓			

### STUDENT ACCESS & OUTREACH

Handshake Job Postings & Events promoted on BCE 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	✓	✓	✓	
BCE room use & 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 for a week	✓	✓		
Instagram story takeover (pre-recorded)	2/year	1/year		
Instagram Reel collaboration video	2/year	1/year		

### CAREER FAIRS & EVENTS

Guaranteed access to Career Fairs, if registered by deadline	✓	✓	✓	✓
Complimentary Resume Books from Career Fairs you attend	Unlimited	2/year	1/year	
Complimentary registration for Career Fairs	2/year	2/year		
Complimentary booking for Information Sessions held at BCE	2/year	1/year		

### CONSULTATION

Exclusive partner email for concierge service	✓	✓	✓	✓
Ongoing support from dedicated BCE 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: \$6,000 (Platinum); \$3,750 (Gold); \$2,500 (Blue); \$1,750 (Silver)