

MARC 2017 FACT SHEET

At this year's **fourteenth annual MARC Conference**, we are excited to bring together successful companies and enthusiastic students. We plan to include the following features this year.

MARC 2017 Objectives:

- ❖ Fourteen marketing, advertising, retailing and consulting companies
- ❖ Over 700 students with strong interests in these four fields
- ❖ Students of all years, though mainly sophomores and juniors interested in internship & job opportunities
- ❖ Networking opportunities to connect companies with students they want to talk to

Date: Thursday, September 14, 2017

Tentative Schedule:

4:00PM – 5:00 PM	Case Competition Presentations
5:30 PM – 6:30 PM	Keynote Speaker
7:30 PM – 9:00 PM	Dinner Reception
9:00 PM – 10:30 PM	Dessert Networking

Location:

Jon M. Huntsman Hall
Wharton School
University of Pennsylvania
3730 Walnut Street
Philadelphia, PA 19104

Nearby Hotels (1-3 blocks):

Hilton Inn at Penn
3600 Sansom Street
Philadelphia, PA 19104
215.222.0200
www.theinnatpenn.com

Sheraton University City
3549 Chestnut Street
Philadelphia, PA 19104
877.459.1146
www.philadelphiasheraton.com

Please find the sponsorship information below. Thank you so much for your consideration. If your company is interested in being a sponsor, please feel free to contact me.

Sanika Puranik
sanikap@wharton.upenn.edu
(408) 921-7268

Sponsorship is required to attend the MARC conference. There are currently 4 levels of sponsorship, which offer incremental benefits towards your company’s recruiting efforts. Your sponsorship is greatly appreciated, as it will offset the costs of planning the conference.

Platinum Sponsorship: \$4000

<i>Promotional Materials</i>	<ul style="list-style-type: none"> ❖ Full page company advertisement in conference brochures ❖ Large-sized company logo in all press including flyers, banners, posters, and website
<i>Event Presence</i>	<ul style="list-style-type: none"> ❖ Keynote presentation at MARC ❖ Option to host a private networking reception during or post-career fair ❖ Up to 8 company representatives permitted ❖ Three corporate tables at dinner reception
<i>Additional Benefits</i>	<ul style="list-style-type: none"> ❖ Priority selection of students for the networking dinner ❖ Complimentary catered dinner for all company representatives ❖ Printed and digital resume book including all registered student attendee resumes ❖ Option to host 2 separate, focused events (eg. Coffee chats, info session, etc.) any time during the 2017-2018 school year

Gold Sponsorship: \$2000

<i>Promotional Materials</i>	<ul style="list-style-type: none"> ❖ Half page company advertisement in conference brochures ❖ Medium-sized company logo in all press including flyers, banners, posters, and website
<i>Event Presence</i>	<ul style="list-style-type: none"> ❖ Option to host a private networking reception during or post-career fair ❖ Up to 4 company representatives permitted ❖ Two corporate tables at MARC dinner
<i>Additional Benefits</i>	<ul style="list-style-type: none"> ❖ Secondary selection of students for networking dinner ❖ Complimentary catered dinner for all company representatives ❖ Printed and digital resume book including all registered student attendee resumes ❖ Option to host 2 separate, focused events (eg. Coffee chats, info session, etc.) any time during 2017-2018 school year

Silver Sponsorship: \$1500

<i>Promotional Materials</i>	<ul style="list-style-type: none"> ❖ Quarter page company advertisement in conference brochures ❖ Medium-sized company logo in all press including flyers, banners, posters, and website
<i>Event Presence</i>	<ul style="list-style-type: none"> ❖ Up to 2 company representatives permitted ❖ One corporate table at MARC dinner
<i>Additional Benefits</i>	<ul style="list-style-type: none"> ❖ Secondary selection of students for the networking lunch ❖ Complimentary catered dinner for all company representatives ❖ Digital resume book including all registered student attendee resumes ❖ Option to host 1 separate, focused event (eg. Coffee chats, info session, etc.) any time during 2017-2018 school year

Bronze Sponsorship: \$750

<i>Promotional Materials</i>	<ul style="list-style-type: none"> ❖ Quarter page company advertisement in conference brochures ❖ Small-sized company logo in all press including flyers, banners, posters, and website
<i>Event Presence</i>	<ul style="list-style-type: none"> ❖ Up to 2 company representatives permitted ❖ One corporate table at luncheon
<i>Additional Benefits</i>	<ul style="list-style-type: none"> ❖ Complimentary catered lunches for all company representatives ❖ Digital resume book including all registered student attendee resumes