

hirewesternu Virtual Career Fair

2021 SPONSORSHIP PACKAGE



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Letter from the Director of Careers & Experience

On behalf of Western University, we are pleased to host our annual hirewesternu Career Fair **VIRTUALLY** in the winter of 2021. It has been a challenging year, and we know the global pandemic has impacted your organization in many ways – big and small. As you plan the way forward, we remain confident that Western students can fill important roles and help you achieve your goals. Students are eager to learn more about your organization and the opportunities you have for internship and new graduate employment. Historically, our Career Fair is well attended by students and we work hard to ensure they are prepared to engage with you in meaningful ways. This year will be no different. As you interact with our students through our virtual platform, Brazen, I am confident that you will meet confident, future-focused, engaged leaders who are ready to contribute to your organization. They are finding their way in this new world of work, and we are grateful you will be there to help guide them.

If you would like to enhance your visibility and increase your brand awareness with Western students, I invite you to become a sponsor for the hirewesternu Virtual Career Fair. In subsequent pages, you will find a comprehensive sponsorship package that details the key benefits for your organization.

Thank you for choosing Western; we look forward to introducing you to our talented students in February.

Best wishes,

Stephanie Hayne Beatty

Director, Careers & Experience



What is the hirewesternu Virtual Career Fair?

The mission of the Career Fair is to provide an opportunity for Western students to learn about and connect with organizations offering employment opportunities in different industries. This fair attracts students from Western's **12** faculties and over **200** programs, as well as Western's highly skilled alumni and community members. Your participation is an excellent way to build your campus brand, promote your current and upcoming opportunities, and meet potential candidates who will drive the future success of your organization.

We encourage you to register for this exciting one-day virtual event, and have energetic colleagues join you who can share their knowledge and passion for your industry!



Why should I sponsor the hirewesternu Virtual Career Fair?

Western has some of the finest academic and co-curricular programming in the country, and our graduates consist of more “Top 40 Under 40” than any other Canadian university. By sponsoring the hirewesternu Career Fair, you put your company at the forefront for hiring our extraordinary talent.

More specifically, the benefits of being a Fair Sponsor include:

- » **Networking opportunities** with Western students and alumni
- » **Extensive visibility** on our virtual fair platform
- » Build your **organization’s presence** through our social channels
- » Participate in additional, **premium recruitment activities** offered through Careers & Experience



Silver Sponsorship

\$900 + HST

(5 opportunities available)

Extensive Event Visibility

- » Your organization's logo (212 x 212 pixels) on the virtual Career Fair landing page for students

Online Recognition

- » Two posts on Western's Student Experience social accounts (Instagram, Facebook, Twitter), promoting your organization and tagging your accounts
- » Your organization logo and website URL on our Facebook event page
- » Your organization logo and a sponsor recognition as part of a feature on our website

Recruitment Opportunities

- » Arrangement of one **information session***

**Sponsor is responsible for contacting the Employer Relations Team at Western University to book their information session:
hirewesternu@uwo.ca or 519-661-3619*



Contact Us

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Careers & Experience connects employers with Western's extraordinary student talent. We work collaboratively with industry and community partners to understand their unique needs and provide recruiting opportunities to match their organization's goals. With 12 faculties and over 200 programs, Western has the student talent to meet the hiring demands of your organization. Start building your Western talent pipeline and hirewesternu!