

hirewesternu Career Fair

2022 SPONSORSHIP PACKAGE



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Letter from the Director of Careers & Experience

On behalf of Western University, I am pleased to share that we will be hosting an **in-person** hirewesternu Career Fair in the Winter of 2022. Despite the convenience of virtual meetings and events, I believe in the enhanced level of connection and engagement that is possible when we can network face-to-face. Western students and alumni are eager to learn more about your organization and the internship and employment opportunities for which you are hiring.

What makes Western unique in the facilitation of career fairs? We adopt a framework of key challenges that companies are working to solve. As part of the fair registration process, organizations are asked to identify the key challenges their companies are addressing (e.g., Design the Future of Transportation, Create Sustainable Energy, Help Others Solve Problems). At the same time, students and alumni will be able to complete a digital challenge assessment and identify their top challenges of interest. At the fair, they can search for employers who are working on those challenges and connect with them to learn more. This process reveals an alignment between interests and needs, creating commitment and fulfillment of aspirations for both students and employers. Furthermore, this will result in a larger pool of like-minded candidates and will help you see the value they bring beyond their degree.

After a successful season of virtual Career Fairs, we are thrilled to be inviting you to interact with our students on our campus. I am confident you will meet high achieving, community engaged, global ready, research oriented, and entrepreneurial talent 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 encourage you to become a sponsor for the hirewesternu Winter 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 extraordinary students in February.

Best wishes,

Stephanie Hayne Beatty

Director, Careers & Experience



What is the hirewesternu Career Fair?

The mission of the Career Fair is to provide an opportunity for Western students to learn about and connect with organizations offering internship and 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. Among these, you will find students from:

- » Arts & Humanities
- » Brescia University College
- » Ivey Business School
- » Education
- » Engineering
- » School of Graduate & Postdoctoral Studies
- » Health Sciences
- » Huron University College
- » Information & Media Studies
- » King's University College
- » Law
- » Schulich School of Medicine & Dentistry
- » Don Wright Faculty of Music
- » Science
- » Social Science
- » Western Continuing Studies

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.

To learn more about Western Talent and how you can recruit from Western, please visit our [website](#).

Why should I sponsor the hirewesternu 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 a diverse group of Western students and alumni
- » **Extensive visibility** at the fair
- » Build your **organization's presence** through our social channels
- » Participate in additional, **premium recruitment activities** offered through Careers & Experience



Silver Sponsorship

\$900 + HST

(6 opportunities available)

Extensive Event Visibility

- » Your organization's logo (212 x 212 pixels) on the Career Fair landing page for students
- » Standard 8' wide x 6' deep booth at the fair
- » Opportunity to select booth location
- » Food and refreshments for up to 5 representatives
- » Complimentary parking for up to 3 vehicles

Print Recognition

- » Your organization logo on all printed materials, including a 5' x 10' billboard sign in front of the University Community Centre, Western's centrally located hub of student activity

Online Recognition

- » Promotion on a Western Student Experience branded account that educates students about your organization in relation to career development learning outcomes
- » Your organization logo and a sponsor recognition on our student-facing event website

Recruitment Opportunities

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

**Note: for in-person information sessions, additional costs may apply for catering, set-up, and clean-up. 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!](http://hirewesternu.ca)