



COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

SPONSOR COLLEGE TO CAREER PROGRAMS





ABOUT

Sponsorship of the University of Minnesota College of Design's College to Career program series and signature events is open to firms and individuals interested in supporting the delivery of award-winning professional development, mentoring, and networking opportunities for current and future design professionals, and advancing Design Justice initiatives and scholarships. Sponsorship also provides visibility and access to more than 20,000 design students, alumni, and friends, and 2000 event participants annually.

Programs are developed and presented by the College of Design Student and Alumni Board (DSAB), which includes alumni, professionals, and graduate and undergraduate students from each college discipline. Activities support the transition from college to career, extend learning beyond the classroom, and work to build meaningful connections between the professional community, the college, and design students.

VISIBILITY

Sponsors gain visibility by co-branding with the College of Design and the University of Minnesota and have the opportunity to expand professional connections within the fields of architecture, apparel design, graphic design, human factors and ergonomics, interior design, landscape architecture, product design, retail merchandising, and user experience (UX) design.

SPONSORSHIP

Full-series sponsorship confirmed by September 30 supports one academic year of programs (10-20 offerings) including all events noted below. Sponsorship by January 30 supports spring semester programs including our largest public event, Design in 7. Individual event and customized sponsorship is also available on request. Sponsorship at designated levels, and half of all sponsor funds after expenses also contribute to the Design Justice Fund, providing fellowships and awards for Black, Indigenous, and People of Color (BIPOC) students in design, while advancing diversity, equity, and inclusion and anti-racist design initiatives at the college and in our professions.

Payments can be made as a lump sum or divided into installments to suit your budget cycle. All donors receive a receipt from the University of Minnesota Foundation for their tax-deductible gift when processing is complete.

BENEFITS

- » Fostering the next generation of leaders in design
- » Visibility with current and future design professionals
- » Year-long or partial-year recognition related to sponsored events
- » Invitations and tickets to signature events
- » Tax-deductible support of higher education and Design Justice initiatives.

Learn more at design.umn.edu/dsab

BECOME A SPONSOR!

- » Contact the program office and let us know your intent to sponsor
- » Make your tax-deductible gift online or by check (due September 30 or January 30)
- » **Online:** design.umn.edu/sponsorDSAB
- » **By Mail:** Make checks payable to the University of Minnesota Foundation (Design Student and Alumni Board College to Career Program Fund #20885). Include the primary contact's name, phone, email, and firm name for gift and sponsorship credit if relevant.

University of Minnesota Foundation
PO Box 860266
Minneapolis, MN 55486-0266



SIGNATURE PROGRAMS



A variety of timely, industry-specific and interdisciplinary programs connecting students with employers and professionals to foster the development of the next generation of industry leaders. Programs include project and employer site tours, skills workshops, portfolio critiques, panel discussions, networking events, and more.



Seven professionals from different design disciplines share thought-provoking, inspiring, and sometimes curious tales from the trenches in seven minutes.



Industry leaders reveal their best and worst experiences working in the world of design and share career and industry stories with a humorous spin.



Design Forward engages design community members in service projects with partner organizations that help improve the quality of life for members of their communities.



One-to-one mentoring connects design students with professionals for self-directed exploration in their field of study.



SPONSORSHIP LEVELS AND BENEFITS

ALL SPONSORSHIP LEVELS OFFER

- » Tax-deductible gift recognized by the UMN Foundation
- » Sponsorship at designated levels and half of all sponsor funds after expenses contribute to the Design Justice Fund providing scholarships, and supporting anti-racist design initiatives, courses, and events while advancing diversity, equity, and inclusion initiatives at the college and in our professions.
- » Full or partial-year recognition of sponsorship including logo or name* featured in/on:
 - Event materials
 - U event calendars
 - Program websites and emails
 - Emerging alumni magazine
 - Flat screen displays on campus
 - reDESIGN alumni and friends e-news

*A+ level: name only recognition

IN ADDITION

SUMMA CUM LAUDE (\$15,000):

- » 16 tickets with parking reservations for Dirty Laundry and Design in 7
- » \$6,000 to support design justice initiatives or contact us for a custom sponsorship experience

MAGNA CUM LAUDE (\$10,000):

- » 10 tickets with parking reservations for Dirty Laundry and Design in 7
- » \$3,000 to support design justice initiatives and BIPOC Fellowships/Scholarships

CUM LAUDE (\$5,000):

- » 8 tickets with parking reservations for Dirty Laundry and Design in 7
- » \$1,000 to support design justice initiatives and BIPOC Fellowships/Scholarships

HONORS (\$2,500):

- » 6 tickets for Dirty Laundry and Design in 7 or other events with fees
- » \$500 to support design justice initiatives and BIPOC Fellowships/Scholarships

DEAN'S LIST (\$1,000):

- » 4 tickets for Dirty Laundry and Design in 7 or other events with fees

A+ (\$500):

- » 2 tickets for Dirty Laundry and Design in 7 or other events with fees

LOOKING FOR MORE WAYS TO ENGAGE WITH STUDENTS?

MENTOR A DESIGN STUDENT

- » Apply by October, Mentor November-April
- » Letter from program manager documenting mentoring hours and activities available on request

REVIEW PORTFOLIOS AND NETWORK WITH STUDENTS

- » Portfolio Event: Architecture, Interior Design and Landscape Architecture (February)
- » On View: Graphic Design Portfolio Review (February)
- » Product Design Showcase (Spring)
- » Retail Connect (October)

COLLEGE TO CAREER PROGRAMS

- » Volunteer and activity proposals are warmly welcomed. Activities may include but are not limited to hands-on creative and professional skills workshops, panels, firm and project tours, mock interviews and portfolio review activities in your workplace, speakers, film screenings, and related
- » Opportunities are by invitation from DSAB and vary annually

STRENGTHEN FACULTY AND DEPARTMENT CONNECTIONS

- » Make connections to participate in reviews, classroom speaking, serve on advisory boards, and other opportunities
- » Stay current on what's happening with UMN curriculum and research in your field

CONNECT WITH CAREER SERVICES

- » Participate in career fairs, job/internship posting, on-campus recruitment, career class panels, and related events

ANNUAL DESIGN CAREER AND INTERNSHIP EVENTS

FALL

- » Built Environment Career Fair
- » Design and Retail Career Fair
- » Government and Nonprofit Virtual Career Fair

SPRING

- » Environmental Internship and Career Fair
- » The Portfolio Event: architecture, landscape architecture, interior design, graphic design, apparel design, and product design
- » Product Design Showcase
- » UMN Job and Internship Fair

Career fairs are open to College Design students and alumni as job seekers and to employers interested in making connections with our college community. DSAB Sponsorship does not cover career fair employer registration fees.



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DESIGN.UMN.EDU/DSAB

Funds received through the DSAB College to Career Sponsorship program will be used to meet costs associated with the DSAB mission. Sponsorship recognition by DSAB or the college does not constitute an endorsement of the products or services of the sponsoring company, organization, or individual.

The University of Minnesota is an equal opportunity educator and employer.

This publication is available in alternative formats upon request. Direct requests to Lori Mollberg at lmollber@umn.edu or 612-625-8796.