

EMPLOYER PARTNER PROGRAM

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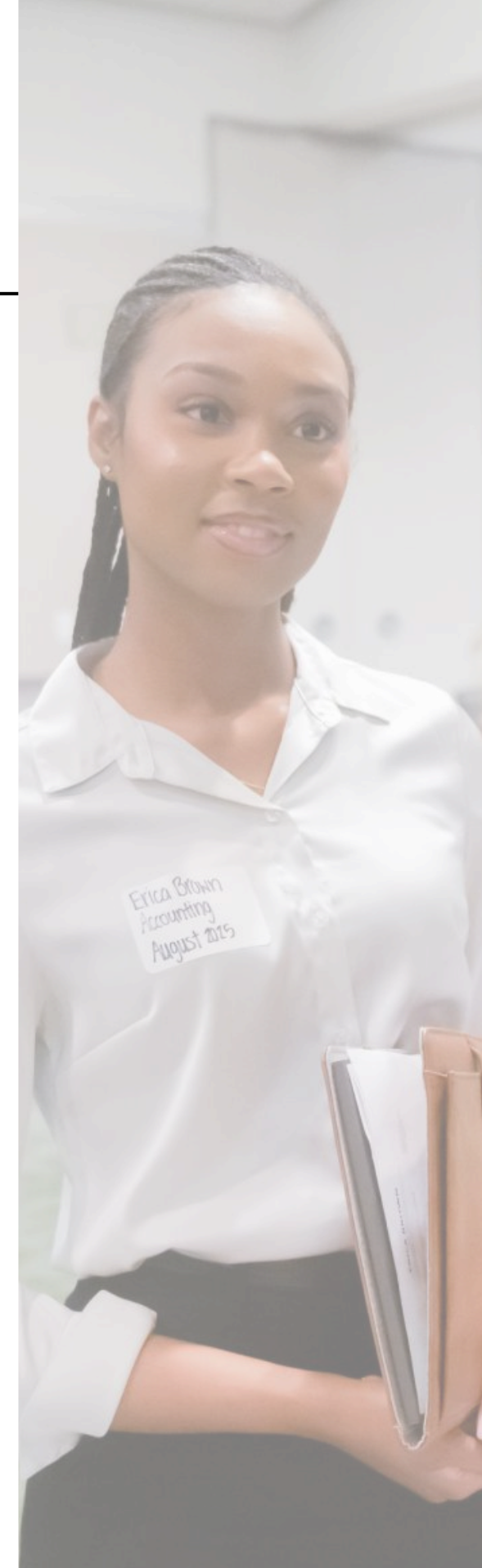
The Employer Partner Program creates intentional, meaningful connections between Southern Miss students and leading employers, transforming campus engagement into career pathways and talent pipelines.



THE UNIVERSITY OF SOUTHERN MISSISSIPPI
CAREER SERVICES

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WHERE TALENT MEETS OPPORTUNITY



SOARING EAGLE PARTNER

Premier Access, Maximum Visibility, and High Impact Engagement

The Soaring Eagle Partner level is designed for employers seeking a strong, visible, and sustained presence on campus while building meaningful relationships with students, faculty, and Career Services staff.

BRAND VISIBILITY

- Full-page, full-color complimentary ad in the USM Career Guide
- Premium logo placement on the Career Services website
- Premium logo placement on select Career Services marketing materials
- Premier placement in the Partner Spotlight Row at all career fairs
- Company logo featured on the Employer Partner Banner at all career fairs
- Prominent recognition on Career Services lobby screens with exposure to 4,000 plus student appointments each year.
- Expanded recognition on Career Services social media platforms

CAMPUS ENGAGEMENT OPPORTUNITIES

- Tabling days in high traffic campus locations (priority tabling schedule)
- Instagram takeover for one full day per semester
- Opportunity to host one Lunch and Learn per semester
- Opportunity to host one Popsicle Pop-Up student engagement event per year
- Employer in Residence Day, which may include tabling, mock interviews, and open networking sessions

SOARING EAGLE PARTNER

Premier Access, Maximum Visibility, and High Impact Engagement

RECRUITMENT AND HIRING ACCESS

- Waived career fair registration fees for either the fall or spring semester with preferred booth selection, including business and general career fairs, plus a discounted registration rate for the alternate semester
- Designated interview space in the Career Services office during career fair week
- Exclusive partner hiring event held on the Hattiesburg campus in the spring by invitation only

CAREER SERVICES COLLABORATION

- Career Services produced recruiter video titled "Career Tip Tuesday presented by [Company Name]"
- Customized recruitment and employer branding consultation
- Reserved parking space with company name for on campus interviews and Career Services events
- Opportunity to speak at a Career Services Staff Meeting
- Opportunity to speak to Career Services Student Ambassadors

RECOGNITION

- Plaque and certificate of recognition as an official Career Services Partner
- Brand placement on the Career Services website
- Promotion through Career Services social media channels
- Featured presence on Career Services lobby displays
- Digital screen recognition at all career fairs
- On-site recognition through event signage at all career fairs

EAGLE HORIZION PARTNER

Elevated Visibility and Targeted Engagement

The Eagle Horizon Partner level is designed for employers seeking expanded visibility and deeper engagement, building upon Rising Talon benefits to strengthen talent pipelines and campus presence.

BRAND VISIBILITY

- Half-page full-color complimentary ad in the USM Career Guide
- Logo placement on the Career Services website and select marketing materials
- Premier placement in the Partner Spotlight Row at all career fairs
- Company logo featured on the Employer Partner Banner at all career fairs
- Prominent recognition on Career Services lobby screens reaching 4,000+ student appointments annually
- Partner spotlight feature on the Career Services website or social media
- Instagram takeover for one full day per school year

CAMPUS ENGAGEMENT OPPORTUNITIES

- Tabling days in high traffic campus locations
- Opportunity to host one Lunch and Learn per semester

RECRUITMENT AND HIRING ACCESS

- Complimentary admission to one on campus career fair per semester
- Designated interview space in the Career Services office during career fair week
- Partner Hiring Event in late spring supported by Career Services scheduling and promotion

EAGLE HORIZION PARTNER

Elevated Visibility and Targeted Engagement

CAREER SERVICES COLLABORATION

- Career Services produced recruiter video titled "Career Tip Tuesday presented by [Company Name]"
- Reserved parking space with company name for on campus interviews and Career Services events
- Opportunity to speak at a Career Services Staff Meeting
- Opportunity to speak to Career Services Student Ambassadors

RECOGNITION

- Certificate designating organization as an official Career Services Partner
- Brand placement on the Career Services website
- Promotion through Career Services social media channels
- Featured presence on Career Services lobby displays
- Digital screen recognition at all career fairs
- On-site recognition through event signage at all career fairs

RISING TALON PARTNER

Foundational Engagement and Recruiting Access

The Rising Talon Partner level is designed for employers beginning to establish a meaningful campus presence while gaining foundational access to Southern Miss talent, recruiting opportunities, and Career Services engagement.

BRAND VISIBILITY

- Quarter-page full-color complimentary ad in the USM Career Guide (valued at \$500)
- Logo placement on the Career Services website and select marketing materials
- Premier placement in the Partner Spotlight Row at all career fairs
- Company listing across Career Services social media platforms
- Company logo featured on the Employer Partner Banner at all career fairs
- Prominent recognition on Career Services lobby screens reaching 4,000+ student appointments annually
- Brand recognition displayed on venue screens at each career fair
- Instagram takeover for one full day per academic year

CAMPUS ENGAGEMENT OPPORTUNITIES

- Tabling days in high-traffic campus locations
- Opportunity to host one Popsicle Pop-Up student engagement event per year

RECRUITMENT AND HIRING ACCESS

- Complimentary admission to one on-campus career fair per semester
- Designated interview space in the Career Services office during career fair week
- Participation in the Partner Hiring Event in late spring

RISING TALON PARTNER

Foundational Engagement and Recruiting Access

CAREER SERVICES COLLABORATION

- Career Services-produced recruiter video
- "Career Tip Tuesday presented by [Company Name]"
- Reserved parking space with company name for on campus interviews and Career Services events
- Opportunity to speak at a Career Services staff meeting
- Opportunity to engage with Career Services Student Ambassadors

RECOGNITION

- Certificate designating organization as an official Career Services Partner
- Brand placement on the Career Services website
- Promotion through Career Services social media channels
- Featured presence on Career Services lobby displays
- Digital screen recognition at all career fairs
- On-site recognition through event signage at all career fairs

What We Offer

Soaring Eagle Partner

Premier Access, Maximum Visibility, and High Impact Engagement

\$8,000

Eagle Horizon Partner

Elevated Visibility and Targeted Engagement

\$6,000

Rising Talon Partner

Foundational Engagement and Recruiting Access

\$4,000

Explore Partnership Tiers

Join Us

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THE UNIVERSITY OF
SOUTHERN
MISSISSIPPI

Career Services

Benefit	Soaring Eagle	Eagle Horizon	Rising Talon
Full page color Career Guide ad	X		
Half page color Career Guide ad		X	
Quarter page color Career Guide ad			X
Career Services website presence	X	X	X
Premium logo placement on website	X		
Logo placement on website		X	X
Partner Spotlight Row at Career Fairs	X	X	X
Premium placement in Spotlight Row at Career Fairs	X		
Prominent Venue screen recognition at each Career Fair	X	X	X
Employer Partner Banner logo at Career Fairs	X	X	X
Prominent exposure on the Career Services lobby screen, reaching 4,000+ students annually through high-traffic visibility.	X	X	X
Waived career fair registration fees for either the fall or spring semester with preferred booth selection, including business and general career fairs, plus a discounted registration rate for one Career Fair the alternate semester	X		
Waived career fair registration for one fair per semester		X	X
Priority reserved interview space	X		
Interview space during career fair week	X	X	X
Employer in Residence Day (Tabling, Networking Session, Mock Interviews)	X		
Lunch and Learn event per semester	X	X	
Popsicle Pop Up (Student Engagement Event) per semester	X		X
Tabling days in high traffic campus locations	X	X	X
Priority tabling scheduling	X		
Expanded social media recognition	X		
Instagram takeover one day per semester	X		
Instagram takeover one day per school year		X	X
Partner hiring event participation (Spring)	X	X	X
Career Tip Tuesday recruiter video (promoted on all social media platforms)	X	X	X
Customized recruiting and employer branding consultation	X		
Speaking opportunity with Career Services staff	X	X	X
Speaking opportunity with Career Services student ambassadors	X	X	X
Certificate of recognition as an official Career Services Partner	X	X	X
Commemorative recognition plaque as an official Career Services Partner	X		
Reserved parking space for on campus interviews and Career Services events	X	X	X

À LA CARTE SPONSORSHIP OPTIONS

Available as standalone opportunities or as enhancements to any Employer Partner tier

The University of Southern Mississippi Career Services offers a variety of à la carte sponsorship opportunities designed to increase employer visibility, deepen student engagement, and strengthen brand presence on campus. These options allow employers to customize their involvement based on recruitment goals, timing, and budget.

CAMPUS VISIBILITY SPONSORSHIPS

Career Services Lobby Screen Advertising

Advertise directly to students while they wait for appointments in the Career Services lobby. Digital advertisements provide high-visibility exposure in a central, student-focused space.

Rates:

- \$25 per day
- \$60 per week
- \$150 per month
- \$500 per semester

Added Value:

All lobby screen advertisements will also be featured on the Career Services website during the scheduled advertising period, extending visibility beyond the physical lobby location.

Career Guide Advertising (4-color processing)

Promote your organization in the official Career Services Career Guide, a year-round resource for career exploration, internships, job searching, and employer engagement.

Advertising options:

- Full Page, Inside Front Cover - \$1,750
- Back Cover, Half Page *NEW* - \$1500
- Full Page, - \$1250
- Half Page - \$750
- Quarter Page - \$500
- Career-Readiness Champion (business card) *NEW* - \$275

À LA CARTE SPONSORSHIP OPTIONS

Available as standalone opportunities or as enhancements to any Employer Partner tier

INDIVIDUAL SPONSORSHIP DAYS

Student Professional Headshot Day

- \$20 per student (employer-defined registration cap)
- Support students' professional development while gaining visibility as a career-ready brand.

Includes:

- Recognition as the exclusive event sponsor
- Company logo placement on event signage or photo backdrop
- Social media acknowledgment by Career Services
- Optional on-site employer presence for student interaction

Employer Treat Days (Student Engagement Focus)

Create a high-traffic, high-visibility brand moment for students. Sponsorships typically reach approximately 225 students.

Available options include:

- Coffee & Donuts - \$800
- Popsicle Pop-Up - \$650
- Pizza Day - \$1,000
- Snow Cone Day - \$1,200 (food truck fee included)

Includes:

- Branded signage at the event
- Optional employer presence
- Photo opportunities for employer branding and marketing use

Career Fair Add-Ons

Enhance your career fair presence by sponsoring high-impact student engagement areas.

Options include:

- Student Lounge Elite Sponsor (coffee, water, donuts) - \$800
- Student Lounge Premium Sponsor (coffee, water) - \$500