# The Hispanic Business Student Association

# Corporate Sponsorship Opportunities

*Recognized as*

***"Most Outstanding Organization"***
*2003, 2004, 2005, 2007, 2011 – McCombs School of Business Awards*
***"Most Outstanding Organization"***
*2007, 2010, 2011 – Latino Leadership Council Bravo Awards*
***"Best Professional Organization"***
*2007, 2008 – Latino Leadership Council Bravo Awards*
***"Best Professional Organization"***
*2001, 2006, 2007 – UT LEI Swingout Awards*

*"Developing students into leaders since 1976"*

## About Us

Established in 1976, The Hispanic Business Student Association is committed to bringing out the best in its members and preparing them for success in the corporate world. Long regarded as one of the top organizations at The University of Texas at Austin, HBSA continues to provide its 150+ members with unparalleled professional and leadership opportunities.

Through the numerous programs HBSA hosts throughout the year, including our signature events, Company Night and Scoring Careers, HBSA has helped increased the number of Hispanic professionals entering the work force. Our consistent hard work has led to many accolades. The most recent accolades include the the UTLB's Best Professional Student Organization award and the McCombs Most Outstanding Organization award. Our four pillars include Academics, Community Service, Professionalism, and Family.

## Our Mission

The Mission of the Hispanic Business Student Association is composed of four basic commitments:

**To provide each individual member with the professional tools and skills necessary to survive and succeed in the corporate world.** This commitment also includes providing members with the proper environments to utilize those skills to obtain employment opportunities.

**To serve as an information center for scholastic and occupational opportunities.** This informational function keeps our members abreast of the different options available to them at any given time.

**To serve as a mechanism for communication to the McCombs School of Business of the needs and problems of its students.** Remaining highly active and visible as an entity in the McCombs School of Business helps us to realize this commitment.

**To provide its membership with an environment that enables each individual to simultaneously enhance themselves academically and culturally**. To ensure this diversity, HBSA actively recruits members of all backgrounds and ethnicities. We welcome ALL students, regardless of ethnicity and/or origin, to become a member of the Hispanic Business Student Association.

Dear Corporate Recruiter,

The Hispanic Business Student Association would be honored to recognize your company as one of our 2012-2013 corporate sponsors. Our plan for the year includes various prestigious events that have repeatedly made HBSA one of the best organizations on campus. The one-to-one interaction offered to our sponsors through these events provides companies with the ability to seek the best candidates for mutual benefit of the students and recruiters.

Your investment further aids HBSA in continuing a thirty-six year legacy of promoting a heightened level of professionalism in its members and preparing them to succeed in the corporate world. Becoming a sponsor will give your corporation an opportunity to assist in the development of our programs and have a voice in the growth of our organization. Through HBSA, your corporation can contribute to the professional development of undergraduate students and can remain active within the university community.

We offer various sponsorship levels and event opportunities in order to best meet your company needs. In addition, if the following opportunities do not meet your needs exactly, we are more than happy to work with you to create an event that will better align your needs with our members' needs. We ask that you please give careful consideration to all the benefits associated with becoming a HBSA sponsor. We assure you that the benefits your company will receive will far outweigh the cost.

Best Regards,

**Lina A. Velandia**

2012-2013 President
president@texashbsa.org

**Francisco Loredo**
Corporate Relations Sponsoring Officer
2012-2013 Treasurer
treasurer@texashbsa.org

## Calendar of Events

| Tentative Date | Event | Level |
|---|---|---|
| September 4-7, 2012 | Professional Development Week | I |
| September 11, 2012 | "Company Night" Career Fair | - |
| September 18, 2012 | Mock Interviews | III |
| October 2, 2012 | Professional Development Event | III |
| October 3, 2012 | 3.5 Dinner | I |
| November 2, 2012 | In-State Company Field Trip | I |
| November 9, 2012 | College 101 | II |
| November 13, 2012 | Major Decisions | II |
| January 22-25, 2013 | Professional Development Week | I |
| January 29, 2013 | "Scoring Careers" Career Fair | - |
| February 6, 2013 | 3.5 Dinner | I |
| February 2, 2013 | Etiquette Dinner | I |
| March 9, 2013 | College 102 | II |
| March 19, 2013 | Professional Development Event | III |
| April 3, 2013 | Professional Innovation | II |

## General Meetings

| | | |
|---|---|---|
| September 6, 2012 | 1st General Meeting | III |
| September 13, 2012 | 2nd General Meeting | III |
| September 27, 2012 | 3rd General Meeting | III |
| October 11, 2012 | 4th General Meeting | III |
| October 25, 2012 | 5th General Meeting | III |
| November 8, 2012 | 6th General Meeting | III |
| November 15, 2012 | 7th General Meeting | III |
| January 24, 2013 | 8th General Meeting | III |
| February 7, 2013 | 9th General Meeting | III |
| February 21, 2013 | 10th General Meeting | III |
| March 7, 2013 | 11th General Meeting | III |
| March 28, 2013 | 12th General Meeting | III |
| April 11, 2013 | 13th General Meeting | III |
| April 25, 2013 | 14th General Meeting | III |

# HBSA Platinum Sponsor

As a **Platinum Sponsor**, your company will be able to participate in:

- Level I event OR (2) Level II events
    - Receive parking & accommodations for participating company representatives
    - Receive recognition with company's logo printed in promotional items and event t-shirt
- General Meeting of choice (given availability)
- "Company Night" Career Fair
    - Receive all benefits and recognition of a Company Night Bronze Sponsor
- "Scoring Careers" Career Fair
    - Receive all benefits and recognition of a Scoring Careers Bronze Sponsor

In addition, your company will in:

- Receive recognition as Platinum Sponsor on HBSA website for the academic year
    - We will include your company's logo and provide direct link to your company's website
- Receive recognition as Platinum Sponsor on HBSA weekly e-newsletter for the academic year
    - We will include your company's logo and provide direct link to your company's website
- Receive recognition as a Platinum Sponsor on HBSA meeting newsletter for the academic year
    - We will include your company's logo
- Receive corporate award of appreciation for contributing as a Platinum Sponsor
- Receive an HBSA Member Resume CD

# HBSA Gold Sponsor

As a **Gold Sponsor**, your company will be able to participate in:

- (1) Level I event
- (1) Level II event or (2) Level III events
    - Receive parking & accommodations for participating company representatives
    - Receive recognition with company's logo printed in promotional items and event t-shirt
- General Meeting of choice (given availability)
- "Company Night" Career Fair
    - Receive all benefits and recognition of a Company Night Bronze Sponsor

In addition, your company will in:

- Receive recognition as Gold Sponsor on HBSA website for the academic year
    - We will include your company's logo and provide direct link to your company's website
- Receive recognition as Gold Sponsor on HBSA weekly e-newsletter for the academic year
    - We will include your company's logo and provide direct link to your company's website
- Receive recognition as a Gold Sponsor on HBSA meeting newsletter for the academic year
    - We will include your company's logo
- Receive plaque of appreciation for contributing as a Gold Sponsor
- Receive an HBSA Member Resume CD

# HBSA Silver Sponsor

As a **Silver Sponsor**, your company will be able to participate in:

- (1) Level II event or (2) Level III events
    - Receive parking & accommodations for participating company representatives
    - Receive recognition with company's logo printed in promotional items and event t-shirt
- General Meeting of choice (given availability)
- Company Night Career Fair OR Scoring Careers Career Fair
    - Receive all benefits and recognition of a General Sponsor for career fair of choice

In addition, your company will in:

- Receive recognition as Silver Sponsor on HBSA website for the fall semester

  We will include your company's logo and provide direct link to your company's website
- Receive recognition as Silver Sponsor on HBSA weekly e-newsletter for the fall semester

  We will include your company's logo and provide direct link to your company's website
- Receive recognition as a Silver Sponsor on HBSA meeting newsletter for the fall semester
- Receive plaque of appreciation for contributing as a Silver Sponsor
- Receive an HBSA Member Resume CD

# HBSA Bronze Sponsor

As a **Bronze Sponsor**, your company will be able to participate in:

- (2) Level III events
    - Receive parking & accommodations for participating company representatives
    - Receive recognition with company's logo printed in promotional items and event t-shirt
- Receive discount of 50% to one HBSA General Meeting of choice in the fall or spring semesters

In addition, your company will in:

- Receive recognition as Bronze Sponsor on HBSA website for the fall semester
- Receive recognition as a Bronze Sponsor on HBSA meeting newsletter for the fall semester
- Receive certificate of appreciation for contributing as a Bronze Sponsor
- Receive an HBSA Member Resume CD

# HBSA General Sponsor

As a **Bronze Sponsor**, your company will be able to participate in:

- Any (1) Individual event
    - Receive parking & accommodations for participating company representatives
    - Receive recognition with company's logo printed in promotional items and event t-shirt
- Receive certificate of appreciation for contributing to the event
- Receive an HBSA Member Resume CD

# HBSA General Meetings

**Purpose**: General Meetings expose members to information and resources that help shape well-rounded, knowledgeable, and confident individuals for success throughout and beyond their college careers. Set in a friendly, family environment, the meetings are administered in a professional manner where student leaders encourage others to become involved in various committees that integrate all skill sets and interests.

**Your Role**: Company representatives are given 15 minutes to showcase their company with an informal presentation followed by a 5-minute Q&A session. At the end of the general meeting, company representatives have the chance to interact one-on-one with members. Attendance at meetings ranges between 50-100 members of diverse backgrounds.

**Benefits Include:**

- Be exposed and present to an academically and culturally diverse group of high-caliber students
- Be able to increase the presence of your company at one of the nation's top business schools
- Receive recognition as the general meeting corporate sponsor
- Receive advertisement of your company through our web, printed media, etc.
- Receive an HBSA Member Resume CD

**Sponsoring Officer: Lina Velandia | President | (210) 316-6310 | president@texashbsa.org**

# "Company Night" Career Fair

**Purpose**: Company Night is the largest-student run career fair at The University of Texas at Austin, first hosted by the Hispanic Business Student Association in 1980. HBSA is honored in hosting an event that provides an intimate recruiting fair for high caliber companies and students. Our organization realizes the importance of providing students with the means that promote professional development early in the recruiting season.

We encourage your company's participation in Company Night. We guarantee an intimate atmosphere where you will have the opportunity to interact with students from diverse academic and cultural backgrounds. Attendance at Company Night ranges between 250-350 students every year.

**Possible Opportunities for Support:**

- Attend career fair
- Become a sponsor (levels of sponsorship vary)

**Benefits Include:**

- Be exposed to an academically and culturally diverse group of over 300 high-caliber students
- Receive advertisement of your company through our web, printed media, advertising, etc.
- Receive recognition on Company Night event t-shirt, etc
- Receive Resume CD of student attendees
- Additional benefits vary per sponsorship level

**Sponsoring Officer: Francisco Loredo | Treasurer | (956) 909-3013 | treasurer@texashbsa.org**

# "Scoring Careers" Career Fair

**Purpose**: Scoring Careers is HBSA's spring career fair. Scoring Careers is not your typical career fair. Our goal for the event is to provide a casual, yet still professional environment where students can feel more comfortable interacting with company recruiters. Group performances, a buffet-style dinner, games, and door prizes for recruiters and students are other activities that set this career fair apart. Attendance at Scoring Careers ranges between 250-350 students from diverse academic and cultural backgrounds every year.

Every year HBSA extends an invitation to another student organization to collaborate in hosting Scoring Careers. This year we will be collaborating with the Asian Business Students Association. Working together with such a distinguished organization such as ABSA, strengthens the bond between organizations and creates an emphasis in diversity, as we recognize its importance in the corporate world.

**Possible Opportunities for Support:**

- Attend career fair
- Become a sponsor (levels of sponsorship vary)

**Benefits Include:**

- Be exposed to an academically and culturally diverse group of over 300 high-caliber students
- Receive advertisement of your company through our web, printed media, advertising, etc.
- Receive recognition on Company Night event t-shirt, etc
- Receive Resume CD of student attendees
- Additional benefits vary per sponsorship level

**Sponsoring Officer: Francisco Loredo | Treasurer | (956) 909-3013 | treasurer@texashbsa.org**

# Professional Development Week

**Purpose:** Professional Development Week is one of HBSA's signature events that consisting of professional building events on a daily basis for an entire week. These events are purposely created to address the needs of our members in order to give them the right tools to start their recruiting season. The tentative events include but are not limited to:

**Resume Work Lab**

*This event takes place twice during our "Professional Development Week".*

This is an interactive lab where the executive council and company representatives if possible work one on one with members to enhance their resume. Whether the resume needs a total makeover or a slight touch up, by program end the document will be ready for competitive career fairs.

**Professional Attire/Confidence Workshop**

*This event will be held once during our "Professional Development Week".*

The event's purpose is to guide students on the proper dress attire for different professional settings. HBSA plans to prepare attendees by conducting a show with two categories: business casual and business professional. Workshops for both men and women demonstrate the proper ways to wear a tie and accessorize. Following the show, continue with a workshop to improve members' communication skills with recruiters and interviewers. Through presentation, fun activities, and guest speakers, members will learn how to exude confidence, have presence, and make an impact.

**Mock Career Fair**

*This event will be held once during our "Professional Development Week".*

Our goal for the event is to provide a casual, yet still professional environment where students can feel more comfortable interacting with company recruiters. Students will practice all the skills learned throughout the week with actual company representatives if possible. Allow students the opportunity to prepare for Company Night/Scoring Careers.

**Your Role:** You have the opportunity to host an event that adds to the skills of our members and gives you the opportunity to mingle with various students.

**Benefits Include:**

- Make an impact in the recruiting experience of diverse group of high-caliber students
- Receive recognition as the PD Week corporate sponsor in our web, printed media, etc.
- Receive recognition with company's logo printed in PD Week t-shirt
- Receive certificate of appreciation for contributing to PD Week
- Receive an HBSA Member Resume CD

**Sponsoring Officer: Narmeen Kapadia | Professional VP | (210) 663-6602 | professionalvp@texashbsa.org**

# Major Decisions

**Purpose**: The purpose of this event is to guide our students in identifying a major that best suits them while allowing companies to identify prospective talent. Previously named "*Walk Down Wallstreet*" and aimed at Finance Majors, this event has expanded to invite top companies from a wide range of industries to hold interactive workshops and teach students about the different career paths available to them.

**Your Role**: Company representatives will host two information sessions sharing with students about the tasks carried out by professionals in their field (major) of choice. These two sessions are followed by a networking mixer that allows to personally connect with the students and answer any remaining questions.

**Benefits Include:**

- Receive recognition as Major Decisions corporate sponsor in our web, printed media, etc.
- Receive recognition with company's logo printed in Major Decisions event t-shirt
- Interact with students interested in the field of your company
- Receive recognition during the networking mixer
- Receive an HBSA Member Resume CD

**Sponsoring Officer: Narmeen Kapadia | Professional VP | (210) 663-6602 | professionalvp@texashbsa.org**

# Professional Innovation

**Purpose:** "Professional Innovation" is the biggest Professional Development event of the semester. The purpose of the event is to help students develop their professional speaking skills while working in a group to create and deliver a marketing strategy that is best suitable for a product. This event will also allow students to learn how to make decisions on the spot and network with company representatives. Participants will be working in cross functional teams. The event will feature a competition between two teams. Each team will consist of ten people. The teams will be given 45 minutes to brainstorm the products marketing strategy and also 10 minutes to present their marketing strategy to the company representatives. Judges will judge based on creativity, innovation, and the best marketing strategy. The evaluation forms will be provided to the company representatives and a section will be provided to give constructive criticism. Following this event will be a company mixer with the students, in which food will be served, and the companies will mention the respective winners.

**Your Role:**

- Provide case/prompt for students to present on
- Participate as judges of the presentation student participants make
- Network with the students in the mixer following the presentation
- Present briefly on your company and career opportunities

**Benefits Include:**

- Receive insight from student participants on topics that may impact your company
- Receive recognition as Professional Innovation corporate sponsor in web, printed media, etc.
- Receive recognition with company's logo printed in Professional Innovation event t-shirt
- Optional 20-25 minute presentation on company and career opportunities
- Receive an HBSA Member Resume CD

**Sponsoring Officer: Narmeen Kapadia | Professional VP | (210) 663-6602 | professionalvp@texashbsa.org**

## Etiquette Dinner

**Purpose:** The purpose of the etiquette dinner is to develop members' confidence when handling networking and social recruiting events. With increasing competition for internship and full-time positions, our members must become comfortable with meeting company representatives in all settings, not only interview rooms and career fairs. Held on campus, this dinner will develop networking skills and members confidence as well as guide members through the nuances of social events.

**Your Role**:

- Interacting with student participants to recreate the feeling of a social/recruiting event
- Discussing typical activities and roles of an employee of their respective company

**Benefits Include:**

- Contribute to the development of students in a business environment
- Opportunity to network with students sharing about their background, career, or company
- Receive recognition as corporate sponsor in our web, printed media, advertising, etc.
- Receive Resume CD of attendees

**Sponsoring Officer: Narmeen Kapadia | Professional VP | (210) 663-6602 | professionalvp@texashbsa.org**

# Company Field Trip

**Purpose**: The purpose of Company Field Trip is to expose HBSA members to the career possibilities that exist away from the Austin area. Students are exposed to major corporations and a number of fields including accounting, finance, marketing and management information systems. Also, the event serves to introduce members to the culture of companies in their natural environment.

Our In-State CFT is scheduled to take place on **November 2, 2012**. Past locations have included Houston and Dallas.

Our Out-of-Sate CFT is scheduled to take place during the **1st or 2nd week of January**. Past locations have included Chicago and New York.

**Possible Opportunities for Support:**

- Host event/reception in local office
- Provide assistance with travel and/or housing

**Your Role**:

- Network with student participants
- Host an employee discussion panel
- Allow job shadowing by student participants

**Benefits Include:**

- Receive recognition as the Company Field Trip sponsor as trip is advertised to members
- Receive advertisement of your company through our web, printed media, etc.
- Receive a Resume CD of trip attendees

**Sponsoring Officer: Jamie Arias | Secretary | (512) 569-8482 | secretary@texashbsa.org**

## Academics 3.5 Dinner

**Purpose:** Every semester, HBSA hosts a 3.5 Dinner intended to reward members who have received a 3.5 GPA the previous semester or overall. The dinner creates the perfect interpersonal setting that allows corporate representatives to meet and mingle with our members. This event provides the sponsoring company the opportunity to tap into HBSA's brightest minds in a casual and inviting setting. These individuals have been highly involved with our organization and have taken a personal initiative to develop themselves as leaders while maintaining high academic standards.

**Your Role:** The company representatives are able to interact and get to know HBSA members attending the dinner. They also have the opportunity to provide information about their company's culture and available opportunities, as well as, offer career advice.

**Possible Opportunities for Support:**

- Host reception

**Benefits Include:**

- Exposure to the brightest students in HBSA
- Receive recognition as corporate sponsor in our web, printed media, advertising, etc.
- Receive certificate of appreciation for contributing to 3.5 Dinner
- Receive Resume CD of attendees

**Sponsoring Officer: Irving Calderon | Parliamentarian | 682-521-2923 | parliamentarian@texashbsa.org |**

## College 101

**Purpose:** College 101 is an event created towards exposing high school students to the opportunities available in higher education. Over 450 high school students from all over Texas participate in workshops on admissions, financial aid, and college life presented by student leaders at the UT campus. Other planned activities for this exciting day include a personalized tour of campus, lunch with current college students, and group performances. Our purpose is to inform minority students of the importance of higher education and to prepare them for the next chapter of their lives.

**Company Representative Role (if available):**

- Closing Remarks Speaker

**Benefits include:**

- Help expose high school students to opportunities in higher education.
- Verbal recognition for contributions at the event
- Receive recognition as Professional Innovation corporate sponsor in web, printed media, etc.
- Receive recognition with company's logo printed in Professional Innovation event t-shirt

**Sponsoring Officer: David Nam | Historian | (214) 674-7556 | historian@texashbsa.org**

## College 102

**Purpose:** College 102 is an entirely student-run event whose purpose is to expose middle school from all over Texas, to not only The University of Texas at Austin, but also other opportunities available in higher education. From the historical College 101, which entitled recruiting high schools students, we have enhanced the program to facilitate a younger crowd so we can, "Get them while they're young," and get their minds running with the immense possibilities of achieving a higher education. The activities planned for that day are similar to those in our College 101 program, including workshops on College Life, Admissions and Financial Aid, and the Transition from Junior High to High School and High School to College. Personalized tours by student volunteers are given, and lunch is also provided

**Company Representative Role (if available):**

- Closing Remarks Speaker

**Benefits include:**

- Help expose middle school students to opportunities in higher education.
- Verbal recognition for contributions at the event
- Receive recognition as Professional Innovation corporate sponsor in web, printed media, etc.
- Receive recognition with company's logo printed in Professional Innovation event t-shirt

**Sponsoring Officer: David Nam | Historian | (214) 674-7556 | historian@texashbsa.org**