



Bobcat Employer Circle Program

UC Merced's Bobcat Employer Circle Program is designed to optimize your recruiting experience. As a circle member, you will benefit from more opportunities to connect with highly talented and diverse students, greater brand awareness and visibility on campus, and highly attentive service from the Career Center staff. Sponsorship amounts and associated benefits focus on key career readiness initiatives, facilitate employer engagement with UC Merced's diverse students, and align with overarching institutional strategic goals. We deeply appreciate the support from our circle members and work diligently to ensure organizations are recognized for their support and contributions. If you would like more information, please contact Liz Atilano; Director, Student Career Center at eatilano2@ucmerced.edu.

PROGRAM LEVELS	GOLD	BLUE	SLATE
ONE YEAR CIRCLE MEMBERSHIP (12 month)	\$10,000*	\$7,500*	\$2,500*
Branding & Visibility			
Employer logo with link on Career Center website and in weekly Career Newsletter	✓	✓	✓
Employer added to Handshake Collection to highlight jobs & internships	✓	✓	✓
Employer spotlight on social media (1 each semester)	✓	✓	✓
Recognition during National Career Development Month (select signage in November)	✓	✓	✓
Student Outreach and Access			
Targeted emails to undergraduate and graduate students, alumni	4 / year	2 / year	1/year
Pinned Jobs in Handshake for higher visibility (2 x / year)	✓	✓	✓
Strategic placement of employer logo (signage, digital displays and student materials)	✓	✓	✓
Signature Events			
Named Sponsor of one signature event to be mutually agreed upon (networking mixer, company trek, professional panel, open house etc.)	✓		
Up to \$500 on-campus catering during in-person VIP Day recruiting activities	✓		

*Non-profit rates 501(c)(3): \$6,000 (Gold), \$4,500 (Blue), \$1,500 (Slate)

CAREER FAIR SPONSORSHIP OPPORTUNITIES	Tier 1	Tier 2
ONE YEAR CIRCLE MEMBERSHIP (12 month)	\$5,000*	\$2,500*
Branding & Visibility		
Two booths and four representatives at UC Merced In Person Career Fair	2 events	1 event
Strategic placement of logo in highly visible location during Career Fair	2 events	1 event
Recognition as a Career Fair sponsor with booth signage	2 events	1 event
Named Sponsor of Career Fair Prep week	2/year	1/year
Student Outreach and Access		
Targeted Job &/or Internship posting included on Handshake collection 2 weeks prior to event (appears in <i>Suggested by Your Career Center</i> section of the student homepage)	2 per event	1 per event
Targeted Handshake E-Mails to undergraduate and graduate students, alumni	2/ year	1/year
Priority registration for Fair-adjacent events to be mutually agreed upon (On Campus Interview Rooms, Information Session, Networking Mixer)	2/year	1/year

*Non-profit rates 501©(3): \$3,000 (Tier 1), \$1,500 (Tier 2)