



FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS
FSU Sales Institute

International Collegiate Sales Competition ICSC Sponsor Activities 2021/2022 Academic Year

Chief Level

1. **All Warrior and Renegade level benefits.**
2. First choice of location of 10 X 10 booth space at ICSC Career Fair.
3. Large logo placement on all signage during the competition events.
4. Half-page of space to describe jobs and internships in the ICSC “Opportunity Guide” given to all student participants.
5. Ability to purchase reserved seats as necessary at ICSC awards banquet.

Warrior Level

1. **All Renegade level benefits.**
2. Link to partner’s opportunity video on ICSC web site.
3. Access to private LinkedIn group for competitors of ICSC.
4. Medium logo placement on all signage during the competition events.
5. Quarter-page of space to describe jobs and internships in the “Opportunity Guide” given to all student participants.
6. 8 X 8 booth space at ICSC Career Fair.
7. Ability to purchase 4 reserved seats at ICSC awards banquet.

Renegade Level

1. **Job opportunity post** on both FSU Sales Institute and ICSC web site.
2. Highlighted link to partner’s web site on the ICSC web site.
3. Access to private LinkedIn group for competitors of ICSC.
4. Web access to ICSC role-play and sales management case videos.
5. 6ft table at ICSC Career Fair.
6. Small logo placement on all signage during the competition events.
7. Eighth page of space to describe jobs and internships “Opportunity Guide” for all student participants.
8. Participating as judges and buyers for qualified sponsor participants.
9. Ability to purchase 2 reserved seats at the ICSC awards banquet.

Success happens when preparation meets opportunity.



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FSU Sales Institute

FSU Sales Institute Sponsor Activities 2020/2021 Academic Year

Chief Level

1. All Warrior and Renegade level benefits
2. Advanced Sales student assigned to function as an ambassador for the member.
3. Student ambassador will coordinate and promote member events to other students, encourage students to apply for job opportunities with member, and promote the member's overall interests on campus.
4. Use of partner's product as a selling related example in one class.
5. First choice of a time slot for a 20-minute presentation in sales class scheduled for a single day.
6. First choice of location of 10 X 10 booth space at Seminole Showcase Events
7. Recognition on all signage during the competition events.
8. Ability to purchase reserved seats as necessary at awards banquets.
9. Reserved interview room during events held on FSU's Campus.

Warrior Level

1. **All Renegade level benefits.**
2. Invitation to assist in the design of sales class curriculum involving member's products and services as time and course content permit.
3. Second choice of a time slot for a 20-minute presentation in sales classes scheduled for a single day.
4. Availability of a venue on FSU Campus for an evening special exclusive networking event.
5. Access to private LinkedIn groups for FSU Sales students.
6. Link to partner's opportunity video on the Sales institute web site.
7. 8X8 booth space at all Sales Institute career fairs.
8. Ability to purchase 4 reserved seats at awards banquet.

Renegade Level

1. **Job opportunity post** on Sales Institute web site.
2. Participation in each semester's Seminole Sales Showcase events.
3. Interview space in the Sales Institute sales lab when available.
4. Logo placed on all Sales Institute posters related to sponsorships.
5. Highlighted link to partner's web site on the FSU Sales Institute web site.
6. Web access to sales major's role-play videos (with student permission).
7. 6ft table at Sales Institute career fairs.
8. Recognition on all signage during the competition events.
9. Participating as judges and buyers for qualified sponsor participants at Sales Institute competitions.
10. Ability to purchase 2 reserved seats at the awards banquet

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FSU Sales Institute and ICSC Sponsor Summary 2020/2021 Academic Year

Chief Level

- | | |
|---|----------|
| A. FSU Sales Institute Sponsor and ICSC Sponsor | \$25,000 |
| B. ICSC Sponsor only – In person competition | \$21,000 |
| C. FSU Sales Institute Sponsor and ICSC Sponsor – virtual | \$ 7,000 |

NOTE: Corporate members at the Chief level can serve as officers / committee chairs

Warrior Level

- | | |
|---|----------|
| A. FSU Sales Institute Sponsor and ICSC Sponsor | \$20,000 |
| B. ICSC Sponsor only – In person competition | \$17,000 |
| C. FSU Sales Institute Sponsor and ICSC Sponsor – virtual | \$ 5,000 |

Renegade Level

- | | |
|---|----------|
| A. FSU Sales Institute Sponsor and ICSC Sponsor | \$15,000 |
| B. ICSC Sponsor only – In person competition | \$13,000 |
| C. FSU Sales Institute Sponsor and ICSC Sponsor – virtual | \$ 4,000 |

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