PROGRAM OVERVIEW

The Erwin Center Summer Scholars program is Clemson University’s initiative to proactively lead education within diversity and inclusion efforts – and to do so in a way that collaborates with other members of the higher education community.

The Erwin Center Summer Scholars program invites minority students from HBCUs to attend a comprehensive and immersive week-long camp to learn skills and practices that will help prepare them for jobs within leading brands and agencies.

This is the third year The Erwin Center for Brand Communications will be planning and hosting the event at Clemson University, this year from May 30 – June 6, 2020. Attendees will be capped at 30 students.

The Scholars will be split into teams that will focus on a project as outlined by the Presenting Sponsor to present to faculty, fellow students and brand partners on the closing day of the program.

Teaching responsibilities throughout the week lie with Adjunct Professors from Clemson’s Erwin Center for Brand Communications and University faculty teaching in the College of Business and Department of Communication. Additionally, guest lecturers will come from leading brands and agencies.

The cohort of Summer Scholars will come primarily from a pool of applicants from South Carolina HBCUs and North Carolina A&T. All housing, meals and instruction for the students will be paid for by Clemson and sponsoring partners. In addition, students will receive a $500 stipend for attending to help cover any travel expenses or summer job absences.

All instruction and networking sessions will take place on Clemson’s main campus and in downtown Greenville.

Leaders on campus are finalizing details of the faculty who will participate, as well as the specific agenda and speakers to kick off the program and close it out. Once we begin to ramp up promotion for the program, it will be publicized on all Clemson University platforms. Additionally, we’ll work with sponsors to formulate news releases for press support and visibility of the program. Students will also be encouraged to publicize and post their experiences to primary social and digital channels.

SPONSORSHIP OVERVIEW

• Sponsorship levels include one Presenting Sponsor at $25,000 and two Gold Sponsorships that are $15,000 each. There are also several sponsorship opportunities at the $5,000 and $1,500 levels.

• Sponsors will be recognized on all digital assets and on the Summer Scholars handbook that will go to everyone involved and Clemson University leaders.

• A full detail of sponsorship opportunities and associated benefits can be found on the back page.

• A portion of all sponsorships also support the Victoria Mattison Memorial Scholarship Fund.

• Sponsorships are tax deductible with the exception of banquet tickets.

Katie Hildebrand, Executive Director
kjmoone@clemson.edu
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (1)
$25,000
- Opportunity to present an open concept challenge for students to pitch creative marketing solutions at the culmination of the program
- Opportunity to nominate company representatives as mentors
- Opportunity to guest lecture on branding topics during the summer program
- Company recognition on the Erwin Center Website and in the Erwin Center space in the new College of Business
- Opportunity to watch student presentations at the end of the summer program
- Recognition and attendance at the Summer Scholars Closing Banquet
- Recognition for supporting the Memorial Scholarship Fund
- Company recognition on social media channels
- Accelerates the opportunity to engage with a pipeline of future talent
- Opportunity to attend and be recognized during the student welcome program & include program items in the students’ welcome kit
- Logo in student handbook

GOLD SPONSORS (2)
$15,000
- Opportunity to nominate company representatives as mentors
- Opportunity to guest lecture on branding topics during the summer program
- Company recognition on the Erwin Center Website and in the Erwin Center space in the new College of Business
- Opportunity to watch student presentations at the end of the summer program
- Recognition and attendance at the Summer Scholars Closing Banquet
- Recognition for supporting the Memorial Scholarship Fund
- Company recognition on social media channels
- Accelerates the opportunity to engage with a pipeline of future talent
- Opportunity to attend and be recognized during the student welcome program & include program items in the students’ welcome kit
- Logo in student handbook

SILVER SPONSORS
$5,000
- Opportunity to watch student presentations at the end of the summer program
- Recognition and attendance at the Summer Scholars Closing Banquet
- Recognition for supporting the Memorial Scholarship Fund
- Company recognition on social media channels
- Accelerates the opportunity to engage with a pipeline of future talent
- Opportunity to attend and be recognized during the student welcome program & include program items in the students’ welcome kit
- Logo in student handbook

BRONZE SPONSORS
$1,500
- Company recognition on social media channels
- Accelerates the opportunity to engage with a pipeline of future talent
- Opportunity to attend and be recognized during the student welcome program & include program items in the students’ welcome kit
- Logo in student handbook

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