

HOME OF THE NEXT GENERATION OF TOP SALES LEADERS!



# NATIONAL COLLEGIATE SALES COMPETITION

MARCH 8 - 11, 2024



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"You can have everything you want out of life if you help enough other people get what they want out of life."

– Zig Ziglar



# NATIONAL COLLEGIATE SALES COMPETITION

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The National Collegiate Sales Competition (NCSC) was founded in 1999 and is the oldest and one of the largest university sales role-play and recruiting events in North America. The NCSC provides an opportunity for the most qualified sales students to demonstrate and improve their skills, network with top professional sales organizations, and engage with leading sales educators.

## The NCSC Facilitates:

- 01 Opportunities to recruit top university sales students
- 02 Interaction between industry sales leaders with sales educators
- 03 50% average faster ramp-up time compared to other entry-level sales hires
- 04 30% average lower employee turnover rate



### Participants include:

Students from elite university sales programs in North America participate in the NCSC. Faculty from these universities are the world leaders in sales education and research, preparing the next generation of sales leaders.

The NCSC offers an opportunity to recruit the most talented entry-level sales candidates at one event and in one location. Sponsors also have an opportunity to judge, observe, and engage with highly qualified sales candidates and world-class sales faculty.





## NCSC MISSION

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The mission of the NCSC is to promote the sales profession as an honorable and viable career option for college graduates, present opportunities for Industry Sponsors to network with top collegiate sales candidates, provide a venue for highly qualified students to exhibit and enhance their selling skills on a national stage, and to provide a venue for students, professors, and sales executives to network.



# NATIONAL COLLEGIATE SALES COMPETITION SPONSORSHIP DETAILS

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Sponsors of the NCSC are critical to sales education in colleges and universities across North America. The investment made by our Sponsors is essential to the success of collegiate sales programs and to the lives and future of our students. Sponsorships encourage students to become leaders in the sales profession.



# PRODUCT SPONSOR - GARTNER



## SPONSOR FROM 2023 TO 2025

- ▶ Limitless opportunity to participate in judging and as role-play prospects
- ▶ Electronic transmission of NCSC participant resumes 7 days before the event
- ▶ 4 Reserved Tables - NCSC Exclusive Career Fair
- ▶ 25 Observation Room Passes
- ▶ 5 Reserved Seats for NCSC Awards Banquet
- ▶ Participating Judges in NCSC Speed Selling Competition
- ▶ Welcome Meeting Address or Awards Banquet (Opportunity) - 10 min.
- ▶ Branded Competition Room - 3 years
- ▶ University Coaches Contact Information - prior to event
- ▶ Reserved Interview Room During Event

## SOCIAL MEDIA & MARKETING

- \* Welcome Post on Twitter, Facebook, LinkedIn & Instagram
- \* Follow on Twitter, Facebook, LinkedIn & Instagram
- \* 3 sponsor produced posts on Twitter, Facebook, LinkedIn & Instagram during the competition
- \* Sponsor Level Size Appropriate Banner Ad on NCSC Website for 1 year & recognition for support on signage
- \* NCSC official Mobile App Banner Ad
- \* *Careers in Professional Selling* digital magazine - ad space (1 page, outside cover)



# PLATINUM SPONSOR PACKAGE



## \$30,000

- ▶ Limitless opportunity to participate in judging
- ▶ Electronic transmission of NCSC participant resumes 5 days before the event
- ▶ 3 Reserved Tables - NCSC Exclusive Career Fair
- ▶ 15 Observation Room Passes
- ▶ 3 Reserved Seats for NCSC Awards Banquet
- ▶ Participating Judges in NCSC Speed Selling Competition
- ▶ Welcome Meeting Address or Awards Banquet (Opportunity) - 2 min.
- ▶ Branded Competition Room - 1 year
- ▶ University Coaches Contact Information - prior to event
- ▶ Reserved Interview Room During Event

## SOCIAL MEDIA & MARKETING

- \* Welcome Post on Twitter, Facebook, LinkedIn & Instagram
- \* Follow on Twitter, Facebook, LinkedIn & Instagram
- \* 2 sponsor produced posts on Twitter, Facebook, LinkedIn & Instagram during the competition
- \* Sponsor Level Size Appropriate Banner Ad on NCSC Website for 1 year & recognition for support on signage
- \* NCSC official Mobile App Banner Ad
- \* *Careers in Professional Selling* digital magazine - ad space (1 page)



# GOLD SPONSOR PACKAGE



**\$25,000**

- ▶ Opportunity to participate in judging
- ▶ Electronic transmission of NCSC participant resumes 4 days before the event
- ▶ 2 Reserved Tables - NCSC Exclusive Career Fair
- ▶ 10 Observation Room Passes
- ▶ 3 Reserved Seats for NCSC Awards Banquet
- ▶ Participating Judges in NCSC Speed Selling Competition

## SOCIAL MEDIA & MARKETING

- \* Welcome Post on Twitter, Facebook, LinkedIn, & Instagram
- \* Follow on Twitter, Facebook, LinkedIn & Instagram
- \* 1 sponsor produced posts on Twitter, Facebook, LinkedIn & Instagram during the competition
- \* Sponsor Level Size Appropriate Banner Ad on NCSC Website for 1 year & recognition for support on signage
- \* NCSC official Mobile App Banner Ad
- \* *Careers in Professional Selling* digital magazine - ad space (1/2 page)

# SILVER SPONSOR PACKAGE



**\$20,000**

- ▶ Opportunity to participate in judging
- ▶ Electronic transmission of NCSC participants resumes 3 days before the event
- ▶ 2 Reserved Tables - NCSC Exclusive Career Fair
- ▶ 5 Observation Room Passes
- ▶ 2 Reserved Seats for NCSC Awards Banquet
- ▶ Participating Judges in NCSC Speed Selling Competition

## SOCIAL MEDIA & MARKETING

- \* Welcome Post on Twitter, Facebook, LinkedIn, & Instagram
- \* Follow on Twitter, Facebook, LinkedIn & Instagram
- \* 1 sponsor produced post on Twitter, Facebook, LinkedIn & Instagram during the competition
- \* Sponsor Level Size Appropriate Banner Ad on NCSC Website for 1 year & recognition for support on signage
- \* *Careers in Professional Selling* digital magazine - ad space (1/4 page)



# BRONZE SPONSOR PACKAGE



**\$15,000**

- ▶ Opportunity to participate in judging
- ▶ Electronic transmission of NCSC participant resumes 2 days before the event
- ▶ 1 Reserved Table - NCSC Exclusive Career Fair
- ▶ 1 Observation Room Pass

## SOCIAL MEDIA & MARKETING

- \* Welcome Post on Twitter, Facebook, LinkedIn & Instagram
- \* Follow on Twitter, Facebook, LinkedIn & Instagram
- \* Sponsor Level Size Appropriate Banner Ad on NCSC Website for 1 year & recognition for support on signage
- \* *Careers in Professional Selling* digital magazine - opportunity to purchase ad space



# INTRODUCTORY SPONSOR PACKAGE



**\$5,000**

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\*Note: This opportunity is for first time sponsors only

- ▶ Opportunity to participate in judging
- ▶ Preview of competition and networking opportunities with highly qualified sales candidates and faculty

## SOCIAL MEDIA & MARKETING

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- \* Welcome Post on Twitter, Facebook, LinkedIn, & Instagram
- \* Follow on Twitter, Facebook, LinkedIn & Instagram
- \* Sponsor Level Size Appropriate Banner Ad on NCSC Website for 1 year & recognition for support on signage
- \* *Careers in Professional Selling* digital magazine – ad space available for purchase

# NATIONAL COLLEGIATE SALES COMPETITION SPONSORSHIP DETAILS

CONSIDERATION	INTRO	BRONZE	SILVER	GOLD	PLATINUM	PRODUCT SPONSOR
Opportunity to participate in judging	Yes	Yes	Yes	Yes	Yes	Yes
Preview of competition and networking opportunities with highly qualified sales candidates and faculty	Yes	N/A	N/A	N/A	N/A	N/A
Sponsor Level Size Appropriate Banner Ad on NCSC Website 1 yr & Recognition for support on signage	Yes	Yes	Yes	Yes	Yes	Yes
Social Media - Follow & Welcome Post(s) on Twitter, Facebook, LinkedIn, & Instagram		Yes	Yes	Yes	Yes	Yes
Electronic transmission of NCSC participant resumes before event		2 days	3 days	4 days	5 days	7 days
Reserved Table(s) NCSC Exclusive Career Fair		1	2	2	3	4
Observation Room Pass(es)		1	5	10	15	25
Social Media - sponsorship/promoting post on Twitter, Facebook, LinkedIn & Instagram			1	1	2	3
<i>Careers in Professional Selling</i> Digital Magazine - ad space	Can Purchase	Can Purchase	1/4 page	1/2 page	1 page	Outside Cover
Reserved Seats for NCSC Awards Banquet			2	3	3	5
Participating Judges in NCSC Speed Selling Competition			Yes	Yes	Yes	Yes
Social Media - NCSC official Mobile App Banner Ad				Yes	Yes	Yes
Welcome Meeting Address or Awards Banquet (Opportunity)					2 min	10 min
Branded Competition Room - 1 year					Yes	Yes
University Coaches Contact Information - prior to event					Yes	Yes
Reserved Interview Room During Event					Yes	Yes

# \*NEW – VENDOR SPONSORSHIP PACKAGE

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This new opportunity is for vendors selling products to university professors and students on Saturday, March 9, 2024. The vendor sponsorship is only for selling products and not for recruiting students.

**\$3,000**  
(Only 5 spots available)

1 table on Saturday, March 9, 2024

Opportunities to sell product to universities, professors and students

Marketing sent out to all universities promoting your company





# NATIONAL COLLEGIATE SALES COMPETITION SPONSORSHIP DETAILS

	AVAILABLE SPOTS	COMMITMENT
Introductory Sponsorship level	Unlimited	\$5,000
Bronze Sponsorship level	25	\$15,000
Silver Sponsorship level	15	\$20,000
Gold Sponsorship level	5	\$25,000
Platinum Sponsorship level	4	\$30,000
Product Sponsor	Gartner	
Vendor Sponsorship	5	\$3,000

**\*Note: The Introductory level is for first time sponsors only**

The National Collegiate Sales Competition, Inc. (NCSC) is a tax-exempt organization organized under code section 501(c)(3) of the Internal Revenue Code. These non-profit charitable organizations are eligible to receive tax-deductible contributions in accordance with code section 170 of the same aforementioned code. Contributions to NCSC are considered tax-deductible donations and the contributing organization is promised recognition for and considerations based upon the sponsorship level as outlined in the 2024 Official NCSC brochure. In the event of a natural disaster or circumstances outside the control of the NCSC that restrain the delivery of recognition and considerations in a face-to-face in-person event (event reverts to virtual) registered sponsorship fees will be reduced by 40% of the published fees in the 2024 Official NCSC brochure. In the event of a natural disaster or circumstances outside the control of the NCSC that restrain the delivery of recognition and considerations in any form based upon sponsorship level as outlined in the 2024 Official NCSC brochure, the parties agree to negotiate in good faith the return of part or all of the sponsor contributions to the level that the NCSC has not incurred expenses pertaining to delivery of recognition or considerations to said, sponsor.

Please mail or email forms and payment to:  
Payable to: National Collegiate Sales Competition

Payment may also be made via credit card.

Dea Barker, Center for Professional Selling Program Coordinator  
Kennesaw State University  
560 Parliament Garden Way MD 0406  
Kennesaw GA 30144-5591  
email: [dbarker18@kennesaw.edu](mailto:dbarker18@kennesaw.edu)

Please Select a Corporate Sponsor Level:

Introductory \_\_\_\_\_  
Bronze \_\_\_\_\_  
Silver \_\_\_\_\_  
Gold \_\_\_\_\_  
Platinum \_\_\_\_\_

Date: \_\_\_\_\_

Name of Sponsoring Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

# **[www.NCSC-KSU.org](http://www.NCSC-KSU.org)**

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**For additional information contact:**

**Dr. Terry Loe, NCSC Director - [Tloe@Kennesaw.edu](mailto:Tloe@Kennesaw.edu)**

**Mary Foster, NCSC Program Coordinator - [Mfoster@Kennesaw.edu](mailto:Mfoster@Kennesaw.edu)**

**Dea Barker, KSU Program Coordinator - [Dbarke18@Kennesaw.edu](mailto:Dbarke18@Kennesaw.edu)**