


The logo for CampusROC, featuring the word "campus" in a lowercase sans-serif font and "ROC" in a bold, uppercase sans-serif font, with a stylized "C" that incorporates a circular graphic element.

campusROC

A Greater Rochester Chamber Program

A black and white photograph of a busy student fair or career event. In the foreground, a young man with glasses and a woman are looking at a large stuffed duck on a table. Other students are visible in the background, some looking at displays and others talking. The scene is outdoors with a building in the background.

SPONSORSHIP OPPORTUNITIES 2025

About CampusROC

CampusROC is an initiative that connects college students to opportunities and community in Rochester, helping them thrive during school and beyond.

**WHERE STUDENTS GROW,
ROCHESTER THRIVES**

CampusROC.org

250 Clinton Square
Rochester NY, 14604

A note from our Leadership:

CampusROC is proud to have hard-earned relationships with companies of all kinds throughout Greater Rochester. We are dedicated to deepening the experiences of over 71,000 college students at our region's eighteen colleges and universities by creating career opportunities and experiences that will integrate them into our community and allow them to thrive. By connecting students with internships, full-time jobs, and helping to build their local networks, we foster lasting ties to our region that will keep them here and grow our local workforce. Your support in this effort will help us to expand these efforts and meaningfully engage with more students on a deeper level, to foster the next generation of young professionals. An added benefit is the great recognition package associated with our sponsorships that showcases your commitment to our community and allows for prime access to up-and-coming leaders. As we continue to work together, we can earn Greater Rochester a strong reputation as a hub for colleges, universities, and young professionals on a national level. I look forward in partnering to showcase the amazing place our region is to live, learn, work, and play in Rochester today and in the future.



Andrea Tuttle,

Talent Strategy Program Manager, CampusROC

Andrea.Tuttle@GreaterRochesterChamber.com

WHY SPONSOR US?

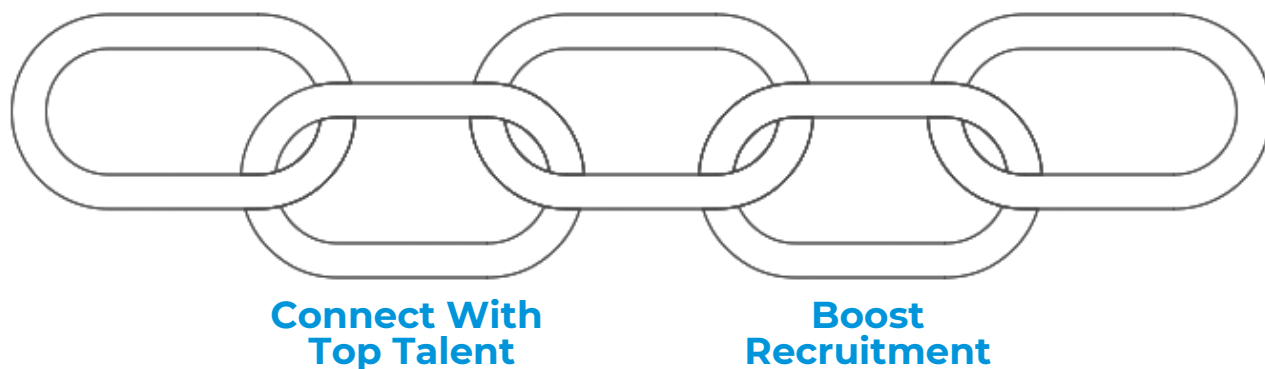


Build Year-Round Visibility with College Students, with TalentFEST as a Powerful Bonus. By sponsoring, you'll get access to:

Increase Brand Awareness

Community Impact

Be a Rochester Champion



What's Included?

- Year-round exposure through digital platforms, campus events, and targeted campaigns.
- Priority access to student engagement opportunities like micro-internships, employer-led workshops, and networking events.
- Custom opportunities to strengthen your internship and entry-level hiring pipeline.

And as a bonus, you'll also receive premium presence at **TalentFEST**—our signature regional career event that brings together diverse talent of all ages, industries, and backgrounds for a high-energy day of connections and possibilities.

Whether you're a local leader, a regional powerhouse, or a national company hiring remote roles, sponsoring CampusROC puts you front and center with the talent that will shape the future of your company—and our community.

By the numbers...

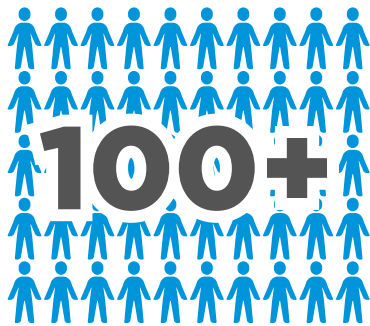
Social Engagement Metrics



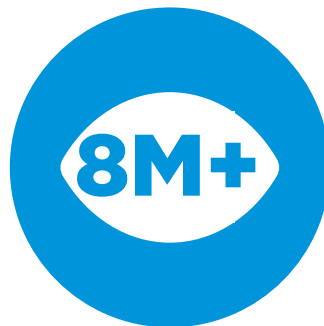
Program satisfaction



Student email subscribers



Students placed in jobs/internships



Social media views



Social media followers

Rochester Notable Metrics:



Top STEM Degree Producer: Rochester leads the nation in producing STEM graduates per capita, surpassing regions like Silicon Valley and Boston.

Source: Center for Governmental Research



Patent Powerhouse: Ranked among the top five U.S. metro areas for patents issued per 1,000 workers, reflecting a robust culture of innovation.

Source: U.S. Patent and Trademark Office 2022

Home to Leading Institutions:



Rochester Institute of Technology (RIT): Offers over 100 STEM-designated programs, emphasizing experiential learning.



University of Rochester: Recognized for its engineering programs and contributions to research and development.

Sponsorship Packages

Your sponsorship not only builds pathways for emerging talent but also strengthens Rochester as a thriving place to live, work, and grow.

Custom packages are available upon request.

	Visionary \$15k	Premier \$12k	Connector \$8k	Community \$5k
Personalized email blast to distribution list including information provided by sponsor	Quarterly	Biannual	Annual	Annual
Access to annual CampusROC student demographics and post-graduation survey responses	✓	✓	✓	✓
One dedicated sponsorship page on CampusROC website, with links to career pages	✓	✓	✓	✓
Highlighted as a corporate sponsor in CampusROC Newsletter header (per year)	3	2	1	1
Dedicated office tour/open house in the 2024-2025 academic year to increase young and local talent pipeline. Transportation covered by CampusROC	✓	✓	✓	
Premium early access for student interns to summer CampusROC Intern program	✓	✓	✓	
Microinternship covered by CampusROC	2	1		
Work with CampusROC team to develop strong intern/co-op marketing campaigns	✓	✓		
Branded flag at large CampusROC Events	✓	✓		
Social media takeover of CampusROC stories for 'a day in an interns life'	✓	✓		
Company specific off campus event to increase young and local talent pipeline	2	1		
Access to student registration data at CampusROC Events	✓			

CLICK TO SEE
2023 EVENT RECAP

CLICK TO SEE
OUR MISSION & VALUES

CLICK TO SEE
VIDEO EVENT RECAP

Sponsorship Packages

Your sponsorship empowers students to connect, thrive, and find their future in Rochester, fostering a community of innovation, education, and opportunity.

One dedicated **on or off-campus event** celebrating/connecting interns to Rochester and employers from respective campus

20 Uber vouchers set aside for students experiencing transportation barriers to and from the city throughout the academic year

Highlighted as higher education sponsor on **CampusROC website**

One **social media takeover** from a student OR program of your choice for your university.

One virtual and one on-campus workshop focusing on networking OR resume building for university students.

Benefits at CampusROC Events

Branded flag at CampusROC events

Dedicated table for campus admissions and/or acquisition team if desired

Name included on event staff t-shirts

Shared and mentioned on all social media platforms leading up to the event

Trade School or Two Year School

College or University with a population of 1,000-4,999 Students

College or University with a population of 5,000-9,999 Students

College or University with 10,000+ Students

\$ 2,500

\$ 5,000

\$ 10,000

\$ 15,000

Other options



A-la-Carte Options

Customize your impact with flexible sponsorship options that align your brand with Rochester's next generation of talent and community leaders.

Dedicated email to CampusROC student email list

\$ 200

Sponsored banner at the top of the CampusROC student newsletter

\$ 100

Sponsored social media post

\$ 150

Small feature section in the student newsletter with a logo, short message, and link to site

\$ 100

Sponsored footer banner in the student newsletter for 3 months (6 total)

\$ 75

Newsletter + Social Media Bundle: Sponsored newsletter section and a matching social media post

\$ 100

Stories from our community



CampusROC has been an integral part of my college experience, helping me explore the Rochester community beyond my campus and introducing me to local events that fostered meaningful connections with my peers. It also played a pivotal role in my career development by organizing job fairs, where I connected with my current employer.

Waleed Nadeem | 2023 | Software Developer



CampusROC is such a valuable asset to college students in Rochester! It not only provided me and my friends great opportunities to get out and explore Rochester, but also connected me to my post-grad internship that's led to a full time job offer in my field of interest!

Sarah Woodams | 2024 | Marketing Associate



I have attended CampusROC events for the past three years, my favorite being the CampusROC Annual Event. Aside from being fun and taking away a lot of cool freebies, it's given me a great opportunity to network and connect with employers in the area. It sounds simple, but just having the chance to see what sort of jobs are out there can be so helpful.

Lily Plague | 2025 | Program Intern



Hear from past partners

About our annual events



It was just **fun**! So many job fairs are cut and dry “this is how it is” and the whole aesthetic was **amazing**. Loved how **engaging** it was.

Hunter Paige | YMCA



Great atmosphere and totally different from your typical college career fair. Much more **lively**, great food and **fun** stuff going on that puts students in a **less pressure** situation.

Emily Miller | Wilmac Technologies

Loved the chance to see all the other **local** businesses showing off their **strengths**! Most of all it was so **fun** to meet students and chat about their lives!

Aimee Kuiper | National Susan B. Anthony Museum & House





THANK YOU FOR YOUR SUPPORT!

campusroc

A Greater Rochester Chamber Program

 **GREATER
ROCHESTER
CHAMBER**
FOUNDATION

ONEROC»»