Corporate Relations Initiative
2003 – 2004

University of Michigan Business School
Black Business Students Association
701 Tappan Street
Ann Arbor, MI 48109
<table>
<thead>
<tr>
<th>Section 1</th>
<th>Letter from the President and Corporate Relations</th>
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<td>BBSA Contacts</td>
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Dear Corporate Representatives:

On behalf of the Black Business Students Association (BBSA) at the University of Michigan Business School (UMBS), we would like to thank you for the opportunity to collaborate with you in our efforts to enhance the professional and academic skills of our members and promote successful careers. As you may be aware, the BBSA is one of the most active organizations at UMBS - serving both undergraduate and graduate business students with program initiatives encompassing academic, professional, and social events. We are able to provide these activities through the generous support of dedicated club members, school staff, faculty, and you, our corporate sponsors.

Over the years, many companies have worked with the BBSA as a resource to attract talented minority candidates. In the 2002 Wall Street Journal/Harris Interactive survey of the "Best Business Schools," company recruiters ranked the University of Michigan Business School second among the top 50 schools, first among public business schools, and the number one school with an enrollment of more than 500 students. The survey also named Michigan the number one business school for recruiting minority talent. In addition, UMBS was ranked very highly by BusinessWeek, U.S. News & World Report, and the Wall Street Journal in several functional areas including general management, marketing, finance, operations, and strategy.

Corporate sponsorship is a critical force behind developing innovative programs and strengthening our membership. Enclosed is a package of information detailing our events for this upcoming school year along with potential sponsorship opportunities.

The BBSA is proud to serve as a useful recruiting source for your company. We look forward to solidifying our relationship with you and we thank you for your support and involvement. Good luck with your 2003-2004 recruiting season!

Sincerely,

Chris Evans         Timothy Tillman
President         Vice President, Corporate Relations
The University of Michigan Business School currently has one of the largest populations of minority students within the top ten business programs in the United States. The University’s resolute commitment to ensuring diversity in the classroom continues to attract bright, well-rounded, highly motivated students. Through the execution of our mission and objectives, the BBSA will continue to strive for superior academic and professional excellence fostered within a diverse community.

**Mission**

The BBSA, founded in 1970, is dedicated to the recruitment of Black business students and the professional and academic development of its membership. The organization works with the administration of UMBS and the University of Michigan to ensure that the design and direction of the programs at the school benefit from the involvement of African-American students.

**Objectives**

- Encourage academic excellence and personal growth among the members
- Maintain a healthy social and professional environment with intra-University interaction
- Provide academic, career, and general assistance to the larger African-American community through various outreach programs
- Cultivate an aggressive leadership posture in diversity education
- Enhance relations with BBSA Alumni
- Develop and maintain solid corporate relations
BBSA Corporate Sponsors will have the opportunity to build and promote relationships with minority students, recruit potential employees, and raise awareness of their companies. Below is a brief listing of ways that Corporate Sponsors can benefit from working with the BBSA.

**Resume Book**

The BBSA compiles and distributes a resume book of all current members. This book is a useful source of information for corporate recruiting and demonstrates the talent of students within the BBSA.

**Corporate Luncheons and Fireside Chats**

These events provide companies with the unique opportunity to have exclusive interaction with business students of color. The BBSA is able to provide a forum for companies to interact with the BBSA and the Hispanic and Latin Business Student Association (HLBSA), as well as other minority groups within the University of Michigan Business School.

**Academic and Professional Skills Workshops**

These workshops are designed to cover a wealth of topics to encourage the professional development and high academic standing of our members. With the cooperation and expertise of corporations, these workshops are designed to reflect the dynamics of human resource relations and concerns in their respective companies.

**Corporate Links on the BBSA Website**

BBSA Corporate Sponsors will have the ability to link their respective websites and recruiting information to the BBSA website. This feature will allow companies to have access to not only current BBSA members but also thousands of BBSA alumni and prospective students for the purpose of entry-level and lateral hire recruiting.

**28th Annual Conference**

This year marks the 28th anniversary of the BBSA Conference and Alumni Weekend. This annual event provides corporations many opportunities for sponsorship and corporate benefits. Please see the section on the Annual Conference and Alumni Weekend for additional details.
The following is a tentative monthly schedule for the Black Business Students Association’s 2003-2004 academic year.

**September**
- BBSA Welcome Pool Party
- Professional Development Handbook
- UMBS Business Card Sales
- Resume Writing Workshop
- Black Graduate Mixer
- NBMBAA Conference Event

**October**
- MBA Dinner with the Professors
- BBA Dinner with the Professors
- Internship Panel
- Study Break Event
- Halloween Mixer

**November**
- Consulting Case Workshop
- Alumni Newsletter
- Soul Salsa Disco (w/HLBSA)
- Mentor/Mentee Bowling
- UpClose 2003

**December**
- Marketing Case Workshop
- Study Break Event
- Holiday Dinner

**January**
- MBA Dinner with the Professors
- BBA Dinner with the Professors
- UMBS Business Card Sales
- Consulting Case Workshop
- Mock Interview Workshop
- Super Bowl Party
- Martin Luther King, Jr. Day Celebration Event

**February**
- Course Selection Workshop
- Black History Month Dinner
- Study Break Event

**March**
- 28th Annual Conference and Alumni Weekend
- Alumni Workshop
- Alumni Newsletter
- Go Blue Rendezvous Event

**April**
- Study Break Event
- Easter Brunch
- BBSA Graduation Activities

**Year-Long Events**
- Corporate Diversity Luncheons
- Fireside Chats
- Networking Events
- Community Service Events
# BBSA 2003-2004 Key Academic Dates

## Fall Term 2003

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 18-21</td>
<td>Quantitative Skills Workshop</td>
</tr>
<tr>
<td>August 25-28</td>
<td>Leadership Development Program</td>
</tr>
<tr>
<td>September 2</td>
<td>Classes Begin</td>
</tr>
<tr>
<td><strong>September 23 – 28</strong></td>
<td><strong>National Black MBA Conference</strong></td>
</tr>
<tr>
<td>October 13-14</td>
<td>Fall Study Break – no classes</td>
</tr>
<tr>
<td>October 21-22</td>
<td>1st 7-wk in-class final exams for electives</td>
</tr>
<tr>
<td>October 23</td>
<td>2nd 7-wk classes begin</td>
</tr>
<tr>
<td>November 7 – 8</td>
<td>National Society of Hispanic MBA Conference</td>
</tr>
<tr>
<td>November 26 – November 30</td>
<td><em>Thanksgiving recess</em></td>
</tr>
<tr>
<td>December 10</td>
<td>Last day of classes</td>
</tr>
<tr>
<td>December 11, 13-14</td>
<td>Study Days</td>
</tr>
<tr>
<td>December 12, 15-19</td>
<td>Final Exams</td>
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## Winter Term, 2003

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 5</td>
<td>1st 7-week classes begin</td>
</tr>
<tr>
<td>January 6</td>
<td>BBA &amp; 14-week classes begin</td>
</tr>
<tr>
<td><strong>January 19</strong></td>
<td><strong>Martin Luther King Program- No classes</strong></td>
</tr>
<tr>
<td>February 17</td>
<td>1st 7-week courses end</td>
</tr>
<tr>
<td>February 18-20</td>
<td>1st 7-wk in-class exams for MBA electives</td>
</tr>
<tr>
<td>February 21-29</td>
<td><em>Spring Break</em></td>
</tr>
<tr>
<td>March 1</td>
<td>Classes resume, 2nd 7-wk classes begin</td>
</tr>
<tr>
<td><strong>Mid-March</strong></td>
<td><strong>28th Annual BBSA Alumni Conference Weekend</strong></td>
</tr>
<tr>
<td>Early April</td>
<td>Go Blue Rendezvous Weekend</td>
</tr>
<tr>
<td>April 16</td>
<td>2nd 7-week classes end</td>
</tr>
<tr>
<td>April 21</td>
<td>Last day for classes, classes end</td>
</tr>
<tr>
<td>April 22, 24-25</td>
<td>Study Days</td>
</tr>
<tr>
<td>April 23, 26-30</td>
<td>Final Exams</td>
</tr>
<tr>
<td>Exams for Core Courses</td>
<td>To be determined</td>
</tr>
</tbody>
</table>

| **April 23 – April 24** | **Graduation** |
Purpose

To facilitate the event sponsorship selection process, the Corporate Relations Committee has developed a comprehensive list of the numerous activities of the BBSA that are being made available for corporate sponsorship. The attached spreadsheet is a listing of these events including event name, suggested participation, sponsorship level, company requirements, exposure level, and number of sponsorship opportunities available. Please note that information regarding our Annual Conference and Alumni Weekend is located in a special section of this package.

We hope this information will enable you to match your recruiting and exposure needs with our events. We welcome any general questions or suggestions you may have regarding event branding. It is our intent to engage in a symbiotic relationship with our Corporate Sponsors, as there is mutual value for all in these planned activities.

Event Descriptions

Dinner with the Professors

Each semester, the BBSA organizes a dinner event for our first-year MBAs and BBAs to allow them to interact with their professors in a personal setting. We feel that this interaction is opportune to forming personal relationships between our membership and faculty members and promoting academic development.

Study Break Events

The stress experienced during exam time can sometimes impede focus and block peak performance. In order to prevent our members from becoming overwhelmed, the BBSA has implemented study break events. These breaks are organized as informal receptions for our members to “recharge their batteries” during exam week.

National Black MBA Conference Events

Participation in the NBMBAA Conference is a traditional activity of the BBSA. The BBSA will host a reception on the Friday of the conference for our Alumni and Corporate Sponsors. Corporate sponsorship will provide the means to produce this reception as well as provide scholarships for selected members to attend the conference.

Alumni Newsletter

Twice a year, the BBSA produces an alumni newsletter that seeks to bridge the gap between current and former members of the BBSA. Our Corporate Sponsors receive a full-page advertisement in both the electronic and paper editions.
**BBSA Holiday Dinner**

Each winter, the BBSA hosts a holiday dinner that provides Corporate Sponsors an opportunity to interact with the entire BBSA on an informal basis. The holiday dinner presents a great environment for members to socialize and network before leaving for the Winter Break.

**Community Service Initiative**

The BBSA has incorporated community service into our mission and objectives because we believe community service is an integral part of the development of our members. Our planned activities for the year consist of participating in the following programs:

- Big Brother/Big Sister Mentoring Program
- Joint Community Business Consulting
- Tutoring of middle school students

**Mentor/Mentee Bowling Night**

Any good organization will tell you that its best resource is its people. The BBSA understands this and has established a formal mentoring program for our members. The Mentor/Mentee Bowling Night is the official kick-off event for this mentoring program. We feel that the interaction between first and second-year students adds to the overall improvement of our organization and fosters an environment of continuous development.

**Super Bowl Party**

As part of our Social Networking Initiative, the BBSA organizes a University-wide Super Bowl party. Attendees include numerous graduate and professional organizations for students of color:

- School of Public Policy
- School of Education
- School of Public Health
- Black Law Students Association
- Black Medical Students Association
- National Society of Black Engineers

**Go Blue Rendezvous**

In the spring, UMBS hosts “Go Blue Rendezvous”, a weekend of events for newly admitted students. Each student organization is provided the opportunity to host a social event during this weekend. As a Corporate Sponsor of this BBSA event, your corporate representatives would have the opportunity to interact with incoming minority students as well as the entire BBSA membership.

**Black History Month Dinner**
The BBSA hosts a dinner for the entire UMBS population in recognition of Black History Month. This is an extremely important event in the education of the greater UMBS community as it celebrates the contribution of African-Americans to the history of our country.
# BBSA Events for Sponsorship

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Estimated Student Population</th>
<th>Sponsorship Level</th>
<th>Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academic Affairs Initiatives</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MBA Dinner with the Professors</td>
<td>40</td>
<td>$2,200</td>
<td>MBA1s and MBA Faculty</td>
</tr>
<tr>
<td>BBA Dinner with the Professors</td>
<td>20</td>
<td>1,500</td>
<td>BBA1s and BBA Faculty</td>
</tr>
<tr>
<td><strong>Alumni Affairs Initiatives</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBMBAA Conference</td>
<td>65</td>
<td>6,000</td>
<td>All MBA members</td>
</tr>
<tr>
<td>Alumni Newsletter</td>
<td>750</td>
<td>500</td>
<td>All members, faculty, and alumni</td>
</tr>
<tr>
<td><strong>Professional Development Initiatives</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Case Workshops</td>
<td>80</td>
<td>200</td>
<td>All members</td>
</tr>
<tr>
<td>Resume Writing Workshop</td>
<td>80</td>
<td>200</td>
<td>All members</td>
</tr>
<tr>
<td>Mock Interview Session</td>
<td>80</td>
<td>200</td>
<td>All members</td>
</tr>
<tr>
<td><strong>Community Service Initiatives</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Program Sponsorship</td>
<td>40</td>
<td>1,000</td>
<td>All members</td>
</tr>
<tr>
<td>Big Brother Mentoring Program</td>
<td></td>
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<tr>
<td>Community Business Consulting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social / Networking Initiatives</strong></td>
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<td></td>
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<tr>
<td>BBSA Welcome Pool Party</td>
<td>80</td>
<td>1,175</td>
<td>All members</td>
</tr>
<tr>
<td>Mentor / Mentee Bowling Night</td>
<td>80</td>
<td>600</td>
<td>All members</td>
</tr>
<tr>
<td>Holiday Dinner</td>
<td>80</td>
<td>650</td>
<td>All members</td>
</tr>
<tr>
<td>Study Break I and II</td>
<td>80</td>
<td>1,800</td>
<td>All members</td>
</tr>
<tr>
<td>Super Bowl Party</td>
<td>100</td>
<td>1,174</td>
<td>African-American UM graduate students</td>
</tr>
<tr>
<td>Go Blue Rendezvous</td>
<td>500</td>
<td>1,000</td>
<td>Members and prospective students</td>
</tr>
<tr>
<td>Networking Events</td>
<td>80</td>
<td>4,000</td>
<td>UM students, alumni, and professionals</td>
</tr>
<tr>
<td><strong>Executive Initiatives</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Black History Month Dinner</td>
<td>1000</td>
<td>2,500</td>
<td>UMBS students and faculty</td>
</tr>
<tr>
<td>BBSA Graduation Activities</td>
<td>100</td>
<td>$3,000</td>
<td>UMBS students, faculty, families</td>
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</table>
The 28th Annual Black Business Students Association
Alumni Business Conference

Description

The Black Business Students Association is proud to present its 28th Annual Conference and Alumni Weekend in March of 2004. Our goal is to equip conference attendees with a variety of tools to help them become more proactive in the business community and encourage them to set higher standards of excellence for the future.

The conference continues to be one of the largest student-organized events at the University of Michigan Business School. As a Corporate Sponsor, you will have the opportunity to participate in Executive Skills workshops, panel discussions, and other events. We have a commitment to achieving excellence through unity, reflection, and renewal, and hope to bring together a record number for our annual conference. Not only will you interact with some of the brightest MBA and BBA students in the country, you will also have the opportunity to get a first glance at next year’s entering class, as prospective students partake in the conference as well. Additionally, interaction with our talented pool of BBSA Alumni will benefit you in your lateral-hire recruiting efforts. Your company will be able to forge valuable relationships with all who attend.

In order to make this conference the best it can be, we need your support. There are several ways that you can become a sponsor for this event. Please find enclosed in this section a description of our corporate sponsorship opportunities. We look forward to working hand-in-hand with you in our mutual desire to develop our membership both academically and professionally.

Sincerely,

Lise Hall
Conference Chair
hlise@umich.edu
Sponsor Benefits Description

Distinguished Platinum Sponsor ($12,000 or more)

Designation as a sole sponsor of either the Scholarship Luncheon or the Saturday Night banquet

Complimentary registration for four company representatives including:
• Four spaces in the Executive Panels and Workshops scheduled for Saturday
• Four tickets to the Friday evening Social
• One reserved table for the Luncheon on Saturday
• One reserved table for the Gala Banquet on Saturday evening
• Designation as an Official Distinguished Platinum Sponsor
• Full-page advertisement in the Conference Program
• Special Recognition Award

Corporate Platinum Sponsor ($8,500 or more)

Designation as sole sponsor of one of our seven scheduled events*
(Determined by order in which contributions are received)

Complimentary registration for four company representatives including:
• Four spaces in the Executive Panels and Workshops scheduled for Saturday
• Four tickets to the Friday evening Social
• One reserved table for the Luncheon on Saturday
• One reserved table for the Gala Banquet on Saturday evening
• Designation as an Official Corporate Platinum Sponsor
• Full-page advertisement in the Conference Program
• Special Recognition Award

Corporate Gold Sponsor ($5,000 or more)

Complimentary registration for two company representatives including:
• Two spaces in the Executive Skills Workshop scheduled for Saturday
• Two tickets to the Friday evening Social
• One reserved table for the Luncheon on Saturday
• One reserved table for the Gala Banquet on Saturday evening
• Designation as an Official Corporate Gold Sponsor
• Half-page advertisement in the Conference Program

Corporate Silver Sponsor ($2,500 or more)

Complimentary registration for one company representative including:
• One space in the Executive Skills Workshop scheduled for Saturday
• One ticket to the Friday evening Social
• One reserved table for the Luncheon on Saturday
• Quarter-page advertisement in the Conference Program
• Designation as an Official Corporate Silver Sponsor
The following events are available for sponsorship by the BBSA Conference Distinguished Platinum and Corporate Platinum level sponsors. Please be aware that these events are available on a first-come, first-serve basis. Thank you and we look forward to your sponsorship of one of our events!

Events Available for Corporate Sponsorship

- Prospective Students Activities
- Dean’s Reception
- Friday Evening Social
- Saturday Scholarship Luncheon
- Saturday Evening Cocktail Reception
- Saturday Evening Banquet
- Saturday Evening Gala (following Banquet)
- Case Competition
- Corporate Roundtable Reception
- Sunday Brunch
## Sponsorship Selection

### BBSA Event Sponsorship

<table>
<thead>
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<th>Name of Event</th>
<th>Sponsorship Amount</th>
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<td>Event 1:</td>
<td></td>
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<tr>
<td>Event 2:</td>
<td></td>
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<td>Event 3:</td>
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<td>Event 4:</td>
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### 28th Annual Conference & Alumni Weekend Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Amount</th>
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<tbody>
<tr>
<td>Distinguished Platinum Sponsor</td>
</tr>
<tr>
<td>Corporate Alumni Sponsor</td>
</tr>
<tr>
<td>Corporate Gold Sponsor</td>
</tr>
<tr>
<td>Corporate Silver Sponsor</td>
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<tr>
<td>Corporate Partner</td>
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### Total Amount Pledged

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## Corporate Contact Information

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<tbody>
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<tr>
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Please return this response form to the following address by Sept. 26th, 2003.

BBSA - Corporate Response Form  
P.O. Box #4003  
Ann Arbor, MI  48106
Tim Tillman *(primary contact)*
Corporate Relations Chair
701 Tappan Street
Ann Arbor, MI 48109
(704) 965-6634
ttillman@umich.edu

Lise Hall
Alumni Conference Chair
701 Tappan Street
Ann Arbor, MI 48109
(908) 294-5766
hlise@umich.edu

Chris Evans
President
715 S. Forest Avenue, # 308
Ann Arbor, MI 48104
(734) 994-1552
kcevans@umich.edu

David Lasoff
Executive Vice-President
103 Fieldcrest Street, #304
Ann Arbor, MI 48103
(440) 263-04888
dlasoff@umich.edu

David Wooten
Faculty Advisor
(734) 764-1390
dbwooten@umich.edu