



Broad Student Senate

The Eli Broad College of Business presents the:  
**BROAD STUDENT SENATE**



**Broad Student Senate**  
Eli Broad College of Business,  
Business College Complex, 103,  
Eppley Center, East Lansing, MI  
48824

# WHO WE ARE

Step into the dynamic world of the Broad Student Senate at Michigan State University's Eli Broad College of Business - the passionate liaison between business students and faculty. With a vibrant team of 40 dedicated members, we proudly represent the voice of the Broad student body. As an official Registered Student Organization, we are committed to upholding integrity, organizing impactful events, and fostering a supportive environment. Embracing our role as a student-run 501(c)3 not-for-profit organization, we facilitate an array of activities that fuel professional growth and foster student fellowship. The Broad Student Senate - where vision meets action, and possibilities become realities.



# OUR INVOLVEMENT

The Broad Student Senate provides countless opportunities for business students to meet and develop meaningful relationships with one another and prepare for a successful journey outside of the college environment. Through our events and initiatives we strive to foster a sense of community in the Broad College of Business where everyone is welcome and supported.

Throughout the academic year, the Broad Student Senate hosts many events geared at developing a sense of community and providing additional educational opportunities outside of the classroom.

# SPONSORSHIP OPPORTUNITIES: THE BROAD GALA

Introducing the Broad Student Senate Annual Gala, the ultimate platform to honor excellence and celebrate the remarkable achievements of Broad Business College organizations at Michigan State University. As a sponsor, your contribution creates a captivating atmosphere, leaving a lasting impression on attendees. With your support, we provide state-of-the-art facilities, cutting-edge audiovisual equipment, and stunning décor for an unforgettable evening. Your sponsorship directly empowers student organizations, fueling their growth through development programs and impactful initiatives. Join us in shaping the future of business education and leaving an indelible mark together. Be a vital part of the Broad Student Senate Annual Gala and inspire greatness



# SPONSORSHIP OPPORTUNITIES: THE BROAD STORE

Introducing the Broad Store Sponsorship opportunity - leave your mark on the heart of the Broad College community. Your support fuels growth and success at our student-run Broad Store. Your contribution funds physical revamps, creating an immersive space that amplifies the Broad College spirit. Expand our product offerings, introducing exciting items that resonate with the Broad community. Your brand prominently features in-store, empowering student entrepreneurship and fostering a vibrant college experience. Join us in shaping the future of the Broad Store, where every purchase reflects shared pride within the Broad College community. Be a driving force behind our transformation and make a lasting impact on this student-run business that embodies the spirit of Broad.



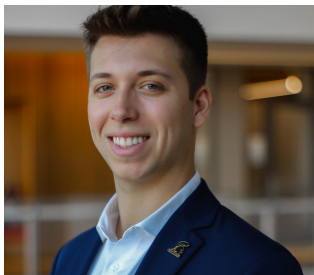
# SPONSORSHIP OPPORTUNITIES: CORPORATE SPRING TRIP

Introducing the Annual Corporate Spring Trip – an exclusive opportunity to support and connect with future business leaders! As a sponsor, your contribution to this event allows us to provide senators with invaluable networking experiences and firsthand exposure to the business world. By partnering with us, your brand will gain prominent visibility among students, faculty, and influential industry professionals. Showcase your commitment to shaping the future of business education and leverage this platform to establish meaningful connections and identify top talent for your organization. Join us in empowering the next generation of business leaders and make a lasting impact by becoming a sponsor of the Annual Corporate Spring Trip.



# SPONSORSHIP OPPORTUNITIES: GENERAL SPONSORSHIP

Introducing the Broad Student Senate General Sponsorship opportunity - a versatile way to support the growth and success of the Broad College community and contribute to a range of impactful events. By providing a general sponsorship, your generous contribution will empower the Broad Student Senate to organize and enhance various smaller events throughout the year. From career fairs to headshot photoshoots and engaging social events, your support will directly contribute to creating meaningful experiences for students. Your brand will be prominently recognized and appreciated across these events, showcasing your commitment to empowering the next generation of business leaders. Join us in making a lasting impact and become a valued general sponsor of the Broad Student Senate, supporting a diverse range of initiatives and fostering a vibrant community within the Broad College.





# VALUE TO THE SPONSOR

We believe that through the collective power of community, together we will foster and support a sense of community in the Broad College of Business where everyone is welcome and supported. By becoming an exclusive sponsor of the Broad Student Senate, you unlock a multitude of benefits:

- **Exclusive Sponsorship Career Fair:** Gain unparalleled access to meet and engage with members of the Broad Community and the Senate through an exclusive sponsorship opportunity at our career fair. Connect with talented individuals and showcase your organization's opportunities.
- **Extensive Advertisement:** Your company will receive extensive advertisement and promotion through our various marketing channels, including social media, website, newsletters, and events. This exposure will elevate your brand's visibility within the Broad College community and beyond.
- **Direct Impact:** Your contributions will make a direct impact by providing opportunities to active students in Registered Broad Student Organizations. By supporting their educational journey, you empower them to learn, grow, and develop as future business leaders.
- **Connect with Passionate Students:** Align your corporate or personal brand with the development of passionate students. By supporting the Broad Store, you demonstrate your commitment to nurturing the next generation of business professionals and fostering their success.
- **Tax-Deductible Donation:** As a 501(c)3 not-for-profit organization, your sponsorship is a tax-deductible donation, providing additional financial benefits for your organization.

Join us in creating a thriving community within the Broad College of Business while gaining valuable opportunities for your brand and contributing to the growth and success of our talented students. Together, we can make a lasting impact on their educational journey and shape the future of business leadership.

## INTERESTED IN DONATING TODAY?

Simply email the Revenue Director, Raina Wall, at [wallrain@msu.edu](mailto:wallrain@msu.edu), stating your interest and she will guide you through the process of donating to the Broad Student Senate.