



VCU

School of Business

VCU CENTER *for*
PROFESSIONAL
SELLING

USCA
UNIVERSITY SALES CENTER ALLIANCE
Advancing the Sales Profession Through Teaching, Research and Outreach



2025-26 Sponsorship Benefits Levels

Corporate gifts to the School of Business Foundation are tax deductible

White Level: \$3,000 annual sponsorship

- Participation in career fair events during the academic year attended by selling students
- Sharing of job postings to sales students via internal program communications
- Sharing of internship opportunities to sales students via internal program communications
- Recognition on our Center for Professional Selling website as a program sponsor

Black Level: \$7,500 annual sponsorship

All White level benefits, plus:

- Opportunity to present, teach, and/or train in a sales class
- Introduction of organization brand to sales students
- Participation in Center for Professional Selling program competitions or events
- Access to student resume bank (student permission)

Gold Level: \$10,000 annual sponsorship

All White and Black level benefits, plus:

- First priority in scheduling sales class visits (sponsor company presentation)
- Opportunity to execute a sponsored classroom exercises (e.g., semester case study, company branded role play) once during academic year
- Opportunity to develop special events for sales students (e.g., Quick Pitch, Speed Selling, Role Play)
- Participation in Sales Competition Team training
- A seat on Center for Professional Selling Advisory Board

Your organization's investment will also help the Center for Professional Selling fund:

Sales students' scholarships • Growth of the selling discipline/sales instruction at VCU (courses, instructors, materials) • Sending students to national collegiate selling competitions and conferences • Support part-time student staff and instructors for the VCU Center for Professional Selling • Growth of the VCU Sales Team, including their development of future leaders in professional selling • Promotional efforts and materials (website development, competition materials)