



College Jam is the premier event designed to connect regional students with regional employers in a fun and casual environment while helping students envision their future right here in RVA.

	GOLD — \$5,000	SILVER — \$2,500	BRONZE — \$1,500	STAGE — \$1,500	FOOD TRUCK — \$1,000	LAWN GAME — \$500	COMPANY SHOWCASE \$250	COMPANY JAMMER \$25 per person
Number of complimentary tickets to the Jam	4	3	2	2	2	2	2	1
Recognition and link on promotional marketing including event website, targeted email, social	Logo	Logo	Logo	Name only	Name only	Name only	Name only	Name only
Recognition on event signage & banners	Logo	Logo	Logo	Name only	Name only	Name only	Name only	Name only
Company recognition on student passport	Logo	Logo	Logo	Logo	Logo	Logo	Name only	Name only
Advertisement in student passport <i>*also available for ala carte purchase</i>	Full page	½ page	¼ page					
Opportunity to provide 15-second commercials during event <i>*also available for ala carte purchase</i>	3	2	1					
Sponsored content on RVA NOW website and student newsletter	•							
Company showcase exhibit at event	•	•	•	•	•	•	•	

Advertising Opportunity	Rate
15-second ad during event	\$100
Student Passport Advertisement	Full page: \$350 ½ page: \$225 ¼ page: \$150