

Society for Advancement of Management, CSU Long Beach

1250 Bellflower Blvd – CBA 241 • Long Beach, CA 90840

562.682.0070 • [www.csulbsam.org](http://www.csulbsam.org) • [sam@csulbsam.org](mailto:sam@csulbsam.org)

Dear Friends,

On behalf of the Society for Advancement of Management I welcome and thank you for your interest in our organization. We are a 501(c) (3) nonprofit, nonpartisan organization. With tides of change sweeping through society at large, leaders in all industries must navigate the challenges and advancements in technology, career development, corporate policy, and industry trends. Our annual national conference seeks to address often neglected issues pertinent to management and issues inline with these. Members of the society have the opportunity to engage in dialogue with working professionals to gain a hands-on perspective of life in the working world and current management theories, best practices, problems and solutions. Our members, soon to be future leaders in our society and in the working world will be equipped with the tools they need to meet the demands of an ever-changing global economy and workforce through developing a specific skill set offered no where else. Since SAM is a student-run non-profit organization, we rely on the generous donations from organizations and corporations such as yours. The bottom line is we can only operate with your support and the support of others like you. Taking initiative, funding our own activities and petitioning student government for funds on yields success on a case-by-case basis and is not a surefire way for us to survive. Please join us in our efforts to further the education and development of our future leaders. Enclosed you will find information on various sponsorship options. On behalf of the Executive Board, and the members of SAM, I look forward to working with you and fostering a long-term relationship

Sincerely,

Mychal C Will

Vice President of Corporate Relations, Society for Advancement of Management

California State University, Long Beach

[mwill@csulbsam.org](mailto:mwill@csulbsam.org)



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## The Society for Advancement of Management

The Society for Advancement of Management (SAM) is one of the largest professional associations for managers and is the premiere management group for students in college.

The Society for Advancement of Management is an international professional organization for people involved in the practice, study and teaching of management. The purposes of this Society, as stated in its charter, are:

Through research, discussion, publication, and other appropriate means to conduct and promote scientific study of the principles governing organized effort in industrial and economic life, including both labor and management; and to impart to the public information concerning said principles and their various applications for the general betterment of society, particularly by, but not limited to, elimination of unnecessary effort and unduly burdensome toil; and to receive, invest, reinvest and administer funds or other property exclusively for the above described scientific, educational and charitable purposes

The SAM, California State University Long Beach (CSULB) Chapter, is one of the twelve organizations under the umbrella of the Associated Business Students Organizations Council (ABSOC) at CSULB in the College of Business Administration (CBA). With over 50 active members, the SAM has proven to be one of the largest and strongest up and coming business organization on campus which much room to grow after a brief hiatus more than one year ago. Our vision is to go above and beyond the duties of an organization, and further extend itself toward its members, university, and community. By implementing the management aspect of the organization toward real world applications, the chapter gains recognition from students and business professionals.

The CSULB chapter of the Society for Advancement of Management is an organization devoted to students from all colleges of CSULB who have a passion for management. Our main objective is to provide students with the resources to learn and grow as business students in ways that cannot be achieved through a textbook. By offering a variety of esteemed speakers, professional workshops, networking opportunities, on-campus interviews, internships, and socials, we equip members with the skills and experience necessary to succeed in a career after college. We have and now more than ever continue to illustrate an impressive reputation on campus through the mass exposure we have received in the course of our dedicated participation in activities throughout the College of Business and campus-wide activities. In addition, we strive to serve and support Long Beach and surrounding areas through monthly community service activities.

## California State University Long Beach

California State University, Long Beach (CSULB) is the largest of the 23 campuses in the California State University system (CSU). CSULB is a comprehensive, four-year institution that was established in 1949 to serve the areas of Orange County and southeastern Los Angeles County. The College of Business Administration (CBA) is one of the seven colleges at California State University, Long Beach. CBA is home to over 7,200 business majors, including about 700 graduate students, making it the largest college within CSULB.

Since its establishment, CBA has a long and distinguished history of preparing its graduates to assume leadership roles in the business world. The hallmarks of a CBA business education—quality, rigor, and relevance—remain constant over time. The Association to Advance Collegiate Schools of Business (AACSB International) has accredited the CBA since 1971. Meeting the rigorous standards of the AACSB is a measure of a business school's quality of curriculum, faculty, facilities, and students. Only 426 business schools worldwide are AACSB-accredited, and CBA is one of these elite schools.

The CBA is an excellent college poised to become a preeminent school that will prepare our students to meet the demands and define the future of business in the 21st century. We are one of only two CSU business schools to be members of the Graduate Management Admission Council, the international standards-making body for MBA admissions, placement, and student services. We are one of only three CSU business schools that Entrepreneur magazine recently cited as being among the top 50 regional programs for educating entrepreneurs in the nation.

In 2000, the College adopted the Baldrige Education Criteria for Performance Excellence as its roadmap to performance



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excellence. CBA is the only California business school to be recognized with the California Prospector Award, based upon the rigorous Baldrige criteria. For the second year in a row, California State University, Long Beach was ranked as one of the top three public master's universities in the west by U.S. News & World Report in its 2006 edition of America's Best Colleges Guide. We are ready to build on our commitment to quality and continuous improvement.



### Reasons to Sponsor SAM

The Society for Advancement of Management (SAM) is a renowned national management organization that has earned vast admiration within the management community. The CSULB SAM chapter is the only organized group of management students on campus. Each semester we are increasing our membership and continuing our reputation as a successful and dynamic organization on campus and within the community.

Your business has the opportunity to sponsor a nationally recognized non-profit student organization that offers many opportunities for you to market your business and brand.

We are partnered with the CSULB newspaper, The Daily 49er, to offer your business and brand exposure to the 35,000 students that attend CSULB. Along with ad placement in The Daily 49er there are also opportunities to purchase additional ad space at a discounted rate (Please inquire).

SAM members are some of the brightest, most involved, and motivated students within the college of business. They are eager to receive practical experience within management and related fields. SAM has placed many students in successful internships and your company can utilize the vast resources including the opportunity to hire SAM members as interns.

If you would like to be a corporate sponsor and have a promotional idea that is not listed under our sponsorship packets, please let us know and we will work with you to accomplish it!

SAM has a clear vision of what we want to achieve as an organization and as individuals. Your sponsorship will help us grow as a chapter and help reach our goals of success as individuals. Make our dream your dream today, sponsor us!

### Your Contributions will be used to:

- Support a nationally recognized non-profit student organization
- Provide opportunities at the SAM national conference
- Produce SAM management materials
- Create and distribute a monthly newsletter with your logo's and company information located inside of it, tailored to your request.
- Fund networking events where your company will be displayed
- Provide scholarships to top SAM members



## Sponsorship Levels

### Platinum

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- Full Page Advertisement of your company inserted in the membership packet
- Full page advertisement in the Daily 49er – the CSULB School Newspaper
- Recognition at all events including community service, social, interclub, school, and professional events.
- SAMEvent with exclusive branding opportunities for your company provided by us.
- Priority speaking times
- Oak Wood Recognition Plaque
  - o Listing of internship/career openings for your company on our website and newsletter
  - o Company logo on the SAM newsletter for one year
  - o Distribution of promotional items to all SAM members at events, meetings, and community service days.
  - o Link to your company on the SAM website for one year.
  - o Certificate of gratitude
  - o SAM T-Shirt

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\$1,000.00

### Gold

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- Including everything available in the Silver Package:
- Link to your company on the SAM website for the semester
- Certificate of gratitude
- SAM T-Shirt
- Half page advertisement of your company inserted in the SAM membership packet
- 1.5” x 4” or a 3.25” x 2” display classified ad in “The Daily 49er” CSULB newspaper
- Listing of internship/career openings for your company on our website and newsletter
- Priority speaking times given the company’s level of sponsorship
- Company logo on the SAM newsletter for one year
- Distribution of promotional items to SAM members.
- Your company incorporated into an SAM event

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\$500.00

### Silver

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- Link to your company on the SAM website for the semester
- Quarter page advertisement of your company inserted in the SAM membership packet
- Logo and mention of company in the SAM Newsletter
- 1.5” x 3” or a 5” x 1” display Classified ad in “The Daily 49er” CSULB Newspaper
- Certificate of gratitude
- Opportunity for a representative of your company to speak at one of our SAM meetings
- SAM T-Shirt

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\$250.00

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Please check one of the following:

Yes, we wish to sponsor the Society for Advancement of Management for Spring 2008.

\$1000 - Platinum

\$500 - Gold

\$250 - Silver

\_\_\_\_\_ We are unable to sponsor, but wish to donate \$ \_\_\_\_\_ to SAM.

SAM is under the umbrella of the CSULB Foundation which is a (501)(C)(3) non-profit organization. Your contribution is tax-deductible.\*

CorporateName: \_\_\_\_\_

ContactPerson: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Please make checks payable to: CSULB Foundation with Society for Advancement of Management in the memo

Please fill out the form above and mail with your check to:

CSULB Foundation

Attn: Mary Ann Messing

Mychal Will, Vice President of Corporate Relations, @ (562) 682-0070

\*Your contribution is tax deductible to the extent allowed by law. Please consult your tax advisor. Tax ID number will be provided upon request.

