

2018 Los Angeles LIT College Tour Proposal

I. Summary (REQUIRED)

LIT College Tour is a leadership, mentor and career development platform that connects students to opportunity and lifelong learning. The program bridges the gap between college and the real world by bringing together an exciting mix of professionals, recruiters, mentors and entrepreneurs ready to share their insights and solutions for “Igniting Futures.” Our vision, mission and goals align with CSULA’s student success and leadership initiatives such as “Life After College.” Through our event platform, we produce our half-day conference featuring keynotes, workshops, panels and networking which feature speakers from diverse industries including STEM, Entrepreneurship, Marketing, Communications, Law, Finance, Health and related fields.

II. Objective (REQUIRED)

A partnership with the 2018 Los Angeles LIT College Tour would help CSULA ASI achieve many of its “Life After College” program goals such as helping students find a mentor, networking with professionals, preparing for internship and job opportunities, making the transition from college to the working world and leadership development.

III. Mission

LIT College Tour bridges the gap between college and the real world by bringing together an exciting mix of industry experts, educators, recruiters, mentors and entrepreneurs ready to inspire and power the next generation of leaders.

IV. Description (REQUIRED)

Requesting CSULA ASI to purchase Presenting Sponsor of the 2018 L.A. LIT College Tour

V. Management (REQUIRED)

- A. LIT College Tour: Will provide all programming and coordinate program with event licensee - ALPFA CSULA. Will also marketing and public relations services to Los Angeles and key national media outlets
- B. ALPFA CSULA: Will host the event, provide event planning, coordination and production services.

- C. CSULA College of Business/Economics: Outreach to CBE students
- D. Cobian Marketing Group: Will provide general event support

VI. Marketing

LIT College Tour will primarily handle all off-campus marketing in Los Angeles and key national media outlets.

Social media: Daily engagement on Facebook, Instagram, Twitter, LinkedIn, Snapchat, etc.

Email: 10,000+ 1x per week emails via LIT's LA/SoCal email database

PR: Pitching and securing media coverage with traditional media in LA and worldwide online entities that cover our themes and topics.

Eventbrite: Official registration page

Url: LIT College Tour website

VII. Budget (REQUIRED)

1. CSULA Student & Mentor (CSULA Alumni) Tickets
 - a. Student tickets: 150 @ \$39 = \$5850
 - b. Mentor tickets: 50 @ \$59 = \$2950
 - c. Total: \$8800
2. Presenting Sponsorship: 15k
 - a. Student tickets: 150 @ \$39 = \$5850
 - b. Mentor tickets: 50 @ \$59 = \$2950
 - c. Food/Beverage: \$2300
 - d. Headshots: Up to 200 = \$1200
 - e. Branding, Marketing, PR, Social Media = 3k (10k value)
3. Official Sponsor: 7.5k
 - a. Student tickets: 100 @ \$39 = \$3900
 - b. Mentor tickets: 30 @ \$59 = \$1770
 - c. Food/Beverage: \$1830
 - d. Select Branding, Marketing, PR, Social Media = (no cost, added value)

4. Contributing Sponsor: 4k
 - a. Student tickets: 50 @ \$39 = \$1950
 - b. Mentor tickets: 20 @ \$59 = \$1180
 - c. Food/Beverage: \$870
 - d. Select Branding, Marketing, PR, Social Media = (no cost, added value)

VIII. Guidelines (REQUIRED)

- A. Student and Mentor tickets will be provided exclusively to CSULA Students and Mentors (CSULA Alumni)
- B. We will work with ALPFA, ASI and other partners to discuss distribution of tickets

IX. Criteria (REQUIRED)

1. CSULA Students will benefit from this proposal because they will learn invaluable information, make new contacts, meet recruiters, speak to mentors, gain new skills and leadership experience, and they will be empowered to take action on their goals and dreams.

X. Survey

We conduct on-site and post-event surveys of attendees and stakeholders in order to gain insights as to their experience at LIT College Tour. Our survey includes:

1. General event survey (on-site)
2. Mentor matching questionnaire (pre-event, on-site)
3. Post-mentor evaluation (post-event 4, 6 or 12 months)

XI. Contact information (REQUIRED)

1. Mario Cobian, Founder, LIT College Tour media@litcollegetour.com -213-271-7621
2. Lynita Mitchell Blackwell, Chair, Board of Directors, LIT College Tour – info@lynitamitchellblackwell.com - 770-605-9438
3. Andrew Solórzano, VP of Events, ALPFA CSULA drewsolorzano@gmail.com - 323-334-7803