



AKΨ
Mu Rho

ALPHA KAPPA PSI: MU RHO

***The Premiere Professional Development
Fraternity at UT Dallas***

**CORPORATE SPONSORSHIP
BOOKLET**

A LETTER TO A POTENTIAL SPONSOR

The Mu Rho chapter of Alpha Kappa Psi at the University of Texas at Dallas invites you to sponsor our chapter. With this partnership, we hope to foster a valuable relationship to benefit to both your company and our organization through professional development and networking opportunities.

A corporate sponsorship can enable your company to establish a strong presence at the Naveen Jindal School of Management while having access to some of the most talented and motivated students at UT Dallas.

Our chapter's alumni have gone on to work at some of the nation's top firms, and our current brothers have proven themselves to be transformative leaders across the UT Dallas campus.

Through a partnership with our chapter, you will play an integral role in equipping leaders and young professionals with a profound sense of integrity, brotherhood, and lifelong learning. We thank you greatly for your time and consideration.

Sincerely Yours,

The Mu Rho Chapter

ABOUT US

Who we are:

Founded in 1904 at New York University, Alpha Kappa Psi is the oldest and largest co-ed professional business fraternity in the nation. We focus on fostering servant leadership within our community with an emphasis on principled business leaders.

What we strive for:

- To be dynamic leaders within the community
 - To further the welfare of each of our members
 - To educate the public to appreciate higher ideals
 - To foster an environment of diversity, equity and inclusion
-

Our Global Reach

- **4 countries** (United States, Canada, China, United Kingdom)
 - **300,000** initiated members
 - **219** university chapters
-

Our Culture

Our brotherhood consists of a group of highly motivated individuals who are passionate about serving the community and bringing positive change. As a fraternity, we are always trying to better ourselves through our focus on personal growth and learning. Not only do we strive to foster personal development, but we also promote professional development both within our chapter and to our peers in the UT Dallas community. Through this process, we are continuously driven by a strong set of morals centered around our five core values.

CORE VALUES

Brotherhood

Our brothers are all connected through our love for the fraternity and sense of respect for each other. Through this companionship, our brothers act in the best interest of the chapter.

Unity

Our brothers constantly motivate each other to become better individuals and reach their potential. While unity manifests itself in a multitude of ways, at its center is a sense of duty and respect for both the fraternity and individual members.

Knowledge

Our brothers have proven themselves to be effective leaders within our chapter and in the workplace. We strongly emphasize sharing experiences and valuable knowledge for the betterment of the fraternity.

Service

We recognize the importance of giving back to our community through volunteerism and financial support. Through this, we seek to develop goodwill and build a strong, lasting legacy for the future.

Integrity

Our brothers are guided through their shared morals, beliefs, and values. They understand the importance of acting with these ideals in mind.

CHAPTER OVERVIEW

70

Active
Brothers

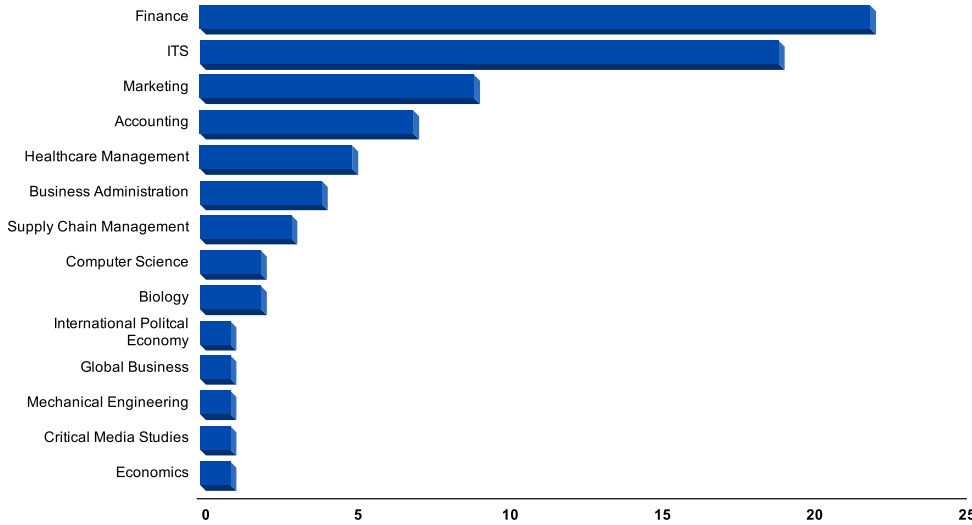
45/70

Brothers have
internships this year

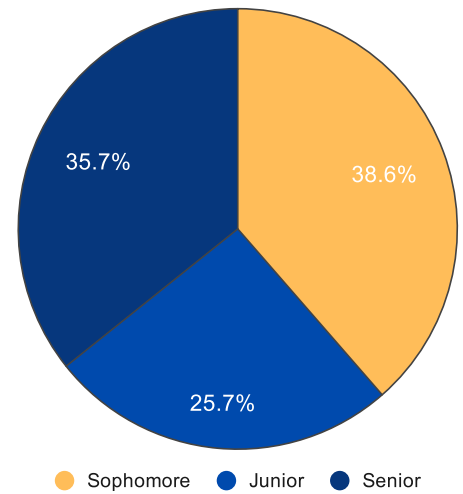
100%

Alumni with full
time offers

Major Distribution



Class Distribution



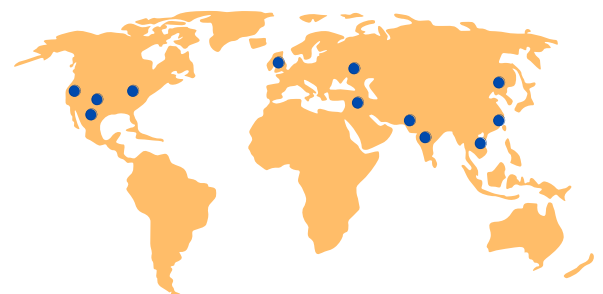
Campus Involvement

As a members of honors programs, student organizations, and various pre-professional programs, our brothers are heavily involved in the Jindal School of Management. Additionally, our brothers are active all over campus as Peer Advisors, Orientation Leaders, Writing Tutors, Career Center workers, and more!

Diversity

Our chapter strongly values inclusivity and diversity. Our members utilize the diversity of this chapter to cultivate life-long relationships with people from unique backgrounds possessing exceptional talents. Our members' backgrounds range from various parts of Texas, the US, and the world. Whether our members are from Burma, India, Europe, or Korea, they are guaranteed to find a second home in the Mu Rho chapter.

Finally, by engaging in study abroad programs every semester, our brothers further expand their world views and develop a high degree of emotional intelligence. As students at EMLyon Paris and St. Etienne, the Vienna University of Economics and Business, and even interns in Taiwan and Korea, Mu Rho brothers gain one-of-a-kind experiences that bolster their leadership and business acumen.



WHY US?

Professional Development

The Bridge to Brotherhood Program

From their very first semester, all Brothers of Alpha Kappa Psi gain innumerable skills as a result of our unique professional coaching program - the Bridge to Brotherhood Program. Here's what it looks like!

Projects:

- 5 week Business Plan
- 4 week Case Study
- Targeted professional development activities
- Various personal development activities
- Several brotherhood events

Skills Built:

- Resume Building and Business Writing
- Interviewing and Storytelling
- Public Speaking and Presentation Building
- In-Person and Online Networking
- Personal Branding and LinkedIn
- Personal Values and Goal Creation

Events

Our brothers continue to strive to develop themselves professionally after the Bridge to Brotherhood. In the past, the Mu Rho chapter has hosted various events across campus ranging from **networking mixers** to **mock interviews with past sponsors**. This Fall, the Mu Rho Chapter is planning many more!

Fall 2020 Events:

- Skill development workshops
- Professional panels
- Networking mixers
- Case study competitions
- Mock interviews
- And more!

Community Service

As one of our core values, Service resonates deeply with our members. Mu Rho brothers spend their time volunteering at the Plano Animal Shelter, Feeding My Starving Children, the North Texas Food Bank, and more. During the COVID-19 pandemic, the chapter was able to quickly come together to serve the needs of the local community, specifically the North Texas Food Bank. This semester, the Mu Rho Chapter has established a new philanthropy committee, in order to give back in new ways past simply service and fundraising.

WHY US?

Campus Networking

The School of Management at UT Dallas is up and coming within the state and nation. As student leaders in undergraduate programs and alumni in graduate programs, Mu Rho brothers value scholarship and academic success.

M.S. in Information Technology Management: **No. 16** according to U.S. News & World Report (2021)

No. 4 in North America in research contributions, UT Dallas Top 100 Business School Research Rankings (2020)

No. 13 for undergraduate Business Administration Innovation and Entrepreneurship Concentration

Chapter Presence

90+ applicants consistently

One of the **largest student organizations** in School of Management

Nominated for the JSOM OWLIES as **Student Organization of the Year**

Oldest and largest professional fraternity at UT Dallas

Student Leadership

Our members are...

DECA & BPA **State Finalists**

Financial Leadership Association **Case Competition Winners**

Dean's Council & Dean's List Members

Model UN **Officers and State Champions**

Our brothers are creative thought-leaders in their communities. We believe that a corporate partnership with your company will help our brothers continue to grow and develop as leaders.

Financially, your sponsorship will help our chapter **host events** and **workshops** that **give our brothers insight into ever changing industry trends** and important topics. Through this strategic partnership, your company will have access to the diverse community of our brotherhood. Together, we can help promote professional development, lifelong learning, and brotherhood at UT Dallas and beyond.

SPONSORSHIP PACKAGES

NAVY
\$500+

BENEFITS
OF A
SPONSORSHIP

Affiliation with the oldest and largest business fraternity in the US, as well as one of the most prevalent student organizations in the UTD business school

GENERAL

ADVERTISING

Company logo on website and newsletter

Sponsorship announcement post on social media

Logos in all AKPsi Spring 2020 Recruitment Material

GOLD
\$750+

BENEFITS
OF A
SPONSORSHIP

All perks mentioned above with following additions ->

Resume bank of many of our members to reach out to for recruitment

GENERAL

ADVERTISING

All perks mentioned above with following additions ->

Recruitment Promotional Post on social media

Logo on AKPsi Spring 2020 Chapter and Recruitment t-shirt

Invitations to AKPsi professional events
- Networking Mixers
- Guest Speaker Events
- Professional workshops

Host professional events with AKPsi
- Mock interviews
- Case study competitions
- Company info sessions

EVENTS

HOW TO DONATE

PAYABLE BY CHECK

Write out a check payable to **UT Dallas
Alpha Kappa Psi**

Mail to Address:

P.O. Box 167091 Irving, TX 75016-7091

Check will go to Vice President of Finance



MAKE A CONTRIBUTION

Link through UTD:

<https://giving.utdallas.edu/giving>

Designate the Naveen Jindal School of Management

In the **Comments Section**, type "Alpha Kappa Psi"