

# Become A Canfield BHP Partner

The Canfield Business Honors Program (Canfield BHP) at Texas McCombs is an innovative degree program designed to provide intellectual challenge and professional development for students with exceptional academic abilities and leadership skills. The program is highly selective, with an admittance rate of 13 percent. There are approximately 525 students in the program.

In the fall of 2019, Canfield BHP welcomed its first Texas CSB, or Honors Computer Science and Business, class. Texas CSB is an integrated honors degree program between Canfield BHP and the Department of Computer Science aimed at a wide range of students interested in data analytics, marketing analytics, financial engineering, entrepreneurship, and leadership roles in tech companies. We currently have 20-25 students in the first two Texas CSB cohorts and expect this program to grow to 40 students per cohort over the next two years.

Most Canfield BHP students pursue a second major. The majority of these will do so inside the business school, but many others will choose a major outside the business school. About 20 percent of Canfield BHP students are dual majors in Plan II, the Liberal Arts honors program.

The Canfield BHP core curriculum includes classes across all business disciplines. Canfield BHP classes are case-based and include analytical exercises and group work. The Canfield BHP's accelerated core courses are modeled after MBA courses and are taught by the McCombs School's most highly regarded professors. The Canfield BHP curriculum and corresponding programming are designed to develop students into confident leaders.

We invite corporations to partner with us as a Canfield BHP sponsor. Your financial assistance and participation will allow the McCombs School to fulfill the Canfield BHP's mission of attracting and retaining Texas' very best students. By becoming a Canfield BHP Corporate Partner, you will help the program maintain its distinction as what is arguably the world's best undergraduate business experience. The Honors Business Association (HBA) is the Canfield BHP's student-run extracurricular organization. It complements the academic experience of Canfield BHP with social and philanthropic opportunities for all Canfield BHP students. Our sponsorship opportunities allow your company many opportunities to connect with Canfield BHP students, ranging from access to students at an HBA meeting to customized events.



# Canfield BHP Partner Platform

With the uncertainty of fall events due to the COVID-19 pandemic, Canfield BHP is considering virtual opportunities with our corporate partners as alternatives to in-person events. We will work with companies to tailor in-person or virtual events that best suit the company's recruitment needs. Events with an asterisk have previously been held in the fall semester, but will likely be rescheduled to the spring semester due social distancing restrictions.

## Gold Partner [\$7,500]

- Host two customized events targeted to specific students. Corporate partners may create their own event or Canfield BHP staff will help coordinate a tailored event. Canfield BHP will promote to current students.
- Spotlitged company at one HBA meeting of your choice (company presentation included). A virtual presentation may be sent to the entire Canfield BHP student population.
- Recognition on the Canfield BHP and HBA websites as a sponsor
- Host one Canfield BHP coffee chat
- Canfield BHP blog post spotlighting your company and its opportunities. Spotlighting an alumnus or current student in a full time or internship role is an impactful way to highlight the company.
- Opportunity to participate in the Canfield BHP Community Barbecue\*
- Two tables at the BHP Annual Company Dinner\*

## Silver Partner [\$5,000]

- Host one customized event targeted to specific students. Corporate partners may create their own event or Canfield BHP staff will help coordinate a tailored event. Canfield BHP will promote to current students.
- Spotlitged company at one HBA meeting of your choice (company presentation included). A virtual presentation may be sent to the entire Canfield BHP student population.
- Recognition on the CBHP and HBA websites as a sponsor
- Host one CBHP coffee chat
- Opportunity to participate in the Canfield BHP Community Barbecue\*
- Two tables at the BHP Annual Company Dinner\*

# HBA Partner Platform

## Two Star Partner [\$1,000]

- Spotlitged company at one HBA meeting of your choice (company presentation included) A virtual presentation may be sent to the entire Canfield BHP student population with an additional option to host a virtual coffee chat in lieu of an on-campus meeting.
- Recognition on the HBA website as a sponsor
- One table at the Canfield BHP Annual Company Dinner\*

## One Star Partner [\$500]

- Spotlitged company at one HBA meeting of your choice (company presentation included) A virtual presentation may be sent to the entire Canfield BHP student population.
- Recognition on the HBA website as a sponsor