



GRAD FEST 2024-2025

Connect with your future workforce at Grad Fest!

Grad Fest connects Sacramento State's graduating students with resources to prepare for the next phase of life — including graduate services, advanced degrees, and job opportunities.

Join us as a sponsor and gain premium exposure to Sacramento State's next graduating class.

Stingers up!



Fall | October 29-30

10 a.m. - 6 p.m., 10 a.m. - 3 p.m.

Spring | March 11-12

10 a.m. - 6 p.m., 10 a.m. - 3 p.m.



Fall | Hornet Bookstore

2nd Floor

Spring | University Union

Ballroom I, II, III (first floor)



Exposure

10,000 graduating students
(avg. age 23–29) within 76 majors
(3,000 in the fall / 7,000 in the spring)

Attendance

Approx. 4,000 recent grads and students
(1,500 in the fall / 2,500 in the spring)

No. 4 most diverse campus in the Western U.S.

U.S. News & World Report, 2023

Sponsor Levels & Benefits	*Platinum	Gold	Table Vendor
BOGO Half Off for Fall & Spring Pricing	*\$6,000	\$3,375	\$1,125
Pricing for one Grad Fest	\$4,500	\$2,250	\$750
Thirty (0:30) sec. featured announcement twice per event day	✓		
Promotion in post-event email to approx. 9,000 students	✓		
Inclusion of giveaway in merchandise bags	✓		
Opportunity to participate in other campus events	✓		
Mention in event promotion email to approx. 9,000 students	✓	✓	
Logo on digital screens, signage, social media and website	✓	✓	
Named in event announcements	✓	✓	
Booth space	✓	✓	✓
Opportunity to connect with students	✓	✓	✓

**additional savings with Platinum level sponsorship*

Customize your sponsorship . . .

If you don't see a level here that meets your needs, we are open to customizing a package for you. Please contact Jennifer Barber at jbarber@csus.edu or 916-278-3634.