



NORTH CAROLINA
ECONOMIC FORECAST

EST.  1982

The North Carolina Economic Forecast brings the expertise of the Belk College of Business to offer comprehensive and reliable insights into the future of North Carolina's economy.

The North Carolina Economic Forecast Report, released quarterly at a community event, takes a deep look at North Carolina's economy by sector and region. The report includes data and analysis of current trends, the Gross State Product (GSP), employment growth and unemployment. The event includes a presentation by Belk College Economics Professor John Connaughton and a live Q&A.



Belk College Professor John Connaughton has provided invaluable economic data for North Carolina since 1981.

Sponsors provide essential funding for research and publications, and help keep the quarterly event complimentary for students, alumni and the business community.

WHY SPONSOR?

- Align yourself with the UNC Charlotte Belk College of Business through this statewide economic forecast event.
- Increase visibility with various promotional activities, from advertisements to signage and more.
- Connections to the Belk College's alumni network of more than 34,000.

Over the past year, the event was covered by more than a dozen North Carolina media outlets including:

- Radio: WFAE and WBT
- TV: WBTV, WSOC and WRAL
- Print: Business North Carolina, and The Charlotte Observer

94.4%
of recent attendees said
this event was extremely or
very useful.*

**March, May and
September 2021 surveys.*

AVERAGE ATTENDANCE:
158*

**December 2020, March, May
and September 2021*

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SPONSORSHIP LEVELS + BENEFITS

Corporate Sponsorships 2021-22	GOLD \$25,000	SILVER \$15,000	BRONZE \$10,000	ASSOCIATE \$5,000
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Virtual Platform: Static sponsorship bracket on bottom of all slides	●			
Virtual Swag Bag: Promotional links delivered in a separate email to attendees <i>(discounts from sponsors, ads from sponsors, etc.)</i>	●	●		
Logo displayed at event	●	●	●	
Recognition of your company during presentation	●		●	
Recognition on social media	●	●		●
Recognition in all email invitations	● Logo	● Logo	● Written Name	● Written Name
Recognition in event promotions	● Logo	● Logo	● Written Name	● Written Name
Logo on Economic Forecast website	●	●		
Logo on the registration page	●	●		
Written Name on Economic Forecast website			●	●
Written Name on the registration page			●	●
Mentions in media releases for event	●			

For more information or to discuss custom sponsorships, please contact belkrsvp@uncc.edu.
We look forward to working with you!