



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 the business community, alumni, and students.

### 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 36,000**.

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

**94.1%**  
of recent attendees said this event was extremely or very useful.\*

**AVERAGE ATTENDANCE:  
219\***

*\* December '21, March '22 and May '22 surveys.*

# NORTH CAROLINA ECONOMIC FORECAST

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For more information or to discuss custom sponsorships, please contact [belkrsvp@uncc.edu](mailto:belkrsvp@uncc.edu).  
We look forward to working with you!