

# CORPORATE CONNECTIONS

RUSSELL SAGE COLLEGE

Investing in Student Success



**RS** RUSSELL  
SAGE  
COLLEGE  
BE. KNOW. DO.



## CORPORATE CONNECTIONS



## CASE FOR SUPPORT

### THE PROBLEM

There's no question that families and students are working harder for less these days. The pursuit of a better life often begins with a college education. It also requires the right contacts—two essentials that are out of reach for far too many families.

### THE SOLUTION

The Corporate Connections Scholarship Program provides essential financial support directly to students from the Capital District entering their Junior/Senior year. These students demonstrate achievement, determination and financial need. Since the program's inception, over \$1.4 million dollars has been awarded to thousands of exceptional and deserving Sage students.

Companies in our community understand that investing in Corporate Connections is key to training and retaining talent in the Capital District.

*"A truly successful person is not one who achieves his highest ambitions, but one who enjoys helping others reach theirs."*

– Charbel Tadros

# Thank You



*My final year at Russell Sage College was the most difficult in my college journey. I was a new mother to a 6-month-old son, and a few weeks into my last semester I lost my father. I was incredibly emotional and vulnerable.*

*Learning that I had been selected to receive a Corporate Connections scholarship gave me the motivation and personal validation I needed to push forward and complete my bachelor's degree in Health Sciences. I am grateful to my sponsor, Sano Rubin Construction Services, LLC and plan to pay it forward by becoming a future sponsor.*



**Gina Ellis**

sponsored by

Sano Rubin Construction Services, LLC

## ABOUT RUSSELL SAGE COLLEGE

For more than 100 years, Russell Sage College has been transforming lives. Our close-knit community prepares students for professional success in a supportive environment where they thrive. RSC develops skilled professionals through strong academic programs, caring faculty mentors, and countless opportunities for hands-on learning across our two campuses in Albany and Troy.





## TRENDS:



**96%** of students receive financial aid



**95%** of students work during academic year

**22%** of students work 36-40 hours a week



**77%** of consumers prefer to do business with companies committed to making the world better



**73%** of investors believe that corporate philanthropy is good for business



*NFP has been a long-standing partner with Russell Sage College. During that time we have seen the importance and impact of supporting scholarship programs like Corporate Connections.”*

*-Jason Ellis, Assistant Vice President  
NFP*

## CORPORATE CONNECTIONS BENEFITS

Investing in Corporate Connections enhances your marketing and recruitment efforts, providing a great return on investment for your company. Your support makes a real difference for RSC students.

### CORPORATE CONNECTIONS PROGRAM SPONSOR \$5,000+

- Ideal logo placement on all Corporate Connections marketing materials
- Company profiled and featured across Russell Sage College media platforms
- Direct aid to 5+ local students completing their college education with an annual scholarship(s) in your company's name (*tax deductible to the fullest extent of the law*)
- Opportunity to meet the students you sponsor
- Priority access to our Career and Self Discovery Center, including invitation to participate in job fairs, career expos, employment and intern recruitment
- Logo recognition in the Albany Business Review, Sage's advancement publications, social media and on our website with a link to your company's website
- Invitation and recognition at our Distinguished Donor Reception
- Tuition discount (10%) for employees enrolled in select graduate and online programs

### CORPORATE CONNECTIONS PROGRAM PARTNER \$2,500+

- Prominent logo placement on all Corporate Connections marketing materials
- Direct aid to 2+ local students completing their college education with an annual scholarship(s) in your company's name (*tax deductible to the fullest extent of the law*)
- Opportunity to meet the students you sponsor
- Priority access to our Career and Self Discovery Center, including invitation to participate in job fairs, career expos, employment and intern recruitment
- Logo recognition in the Albany Business Review, Sage's advancement publications, social media and on our website with a link to your company's website
- Invitation and recognition to our Distinguished Donor Reception
- Tuition discount (10%) for employees enrolled in select graduate and online programs

## CORPORATE CONNECTIONS PROGRAM INVESTOR \$1,500+

- Logo placement on all Corporate Connections marketing materials
- Direct aid to 1 local student completing their college education with an annual scholarship(s) in your company's name (*tax deductible to the fullest extent of the law*)
- Opportunity to meet the students you sponsor
- Priority access to our Career and Self Discovery Center, including invitation to participate in job fairs, career expos, employment and intern recruitment
- Logo recognition in the Albany Business Review, Sage's advancement publications, social media and on our website with a link to your company's website
- Invitation and recognition to our Distinguished Donor Reception
- Tuition discount (10%) for employees enrolled in select graduate and online programs

## CORPORATE CONNECTIONS STUDENT SPONSOR \$1,000

- Direct aid to 1 local student completing their college education with an annual scholarship(s) in your company's name (*tax deductible to the fullest extent of the law*)
- Opportunity to meet the students you sponsor
- Priority access to our Career and Self Discovery Center, including invitation to participate in job fairs, career expos, employment and intern recruitment
- Logo recognition in the Albany Business Review, Sage's advancement publications, social media and on our website with a link to your company's website
- Invitation and recognition to Distinguished Donor Reception
- Tuition discount (10%) for employees enrolled in select graduate and online programs



## OFFICE OF CORPORATE, GOVERNMENT AND FOUNDATION RELATIONS

The Office of Corporate, Government and Foundation Relations (OCGFR) builds relationships with companies, government officials and agencies, and foundations. We secure grant and sponsorship funding to support scholarships, research, programs, events, and campus renovation projects.

### Sponsorship and Funding Opportunities Available for

- Scholarship and Academic Programs
- Athletics and Events
- Russell Sage College Women's Institute Lectures and Speaker Series
- Performing and Visual Arts
- Capital Projects

### Audience breakdown

- Advancement Publication - 25,000+
- Albany Business Review Circulation - 7,500+
- Digital 500K
- Social Media - 8,000+
- RSC Corporate Mailing List - 500+



For information, please contact:  
**Starlyn D'Angelo**  
Director of OCGFR  
518-244-2475 | [danges@sage.edu](mailto:danges@sage.edu)

## CORPORATE CONNECTIONS SPONSORS



NHKelman proudly supports the Corporate Connections Scholarship program. Their donation underwrites the cost of advertising and enhances our ability to recognize supporters, like you, of the program.

The printing and mailing of Corporate Connections was made possible by Nielsen Associates.  
 "Helping students is good business."  
 Alicia and Bob Nielsen