



**Request for Partnership
Northeast Intercollegiate Sales Competition
Presenting Partner Sponsorship Opportunity for 2022/2023**

Proposals Due: May 20, 2022

Period of Sponsorship & Support: 7/1/2022 - 6/30/2024

Sponsorship Commitment: \$60,000 (\$30,000 annually)

Sponsorship Payments Due: December 31, 2022, and December 31, 2023

Bryant University is pleased to offer the Presenting Partnership opportunity for the 2022 and 2023 Northeast Intercollegiate Sale Competition (NISC). This event supports the development of aspiring sales professional by providing students with an opportunity to test their selling skills within the context of a business-to-business sales competition. NISC provides a dynamic forum to showcase participants' interpersonal and persuasive communication abilities and participate in skill-building sessions. Corporate sponsorship provides financial resources for Bryant's growing sales program, underwriting NISC and the Bryant Sales competitions, and provides funds for related Bryant sales activities including our students' participation in other sales competitions.

Overview of the Competition

NISC is a role play competition for college students interested in pursuing a career in professional sales. Predominantly attracting students from the eastern seaboard, attending organizations have grown to include colleges and universities from across the United States and from around the globe.

NISC offers employers and students multiple opportunities to engage through networking, individualized feedback and coaching, a tournament-style sales competition, skill and leadership building sessions, and social media opportunities.

As part of the competition, participants utilize the Presenting Partner case and conduct a 10-minute sales role play to a fictitious company with corporate sponsors playing the roles of buyers while others serve as judges. For the first round all participating schools compete, through elimination rounds, four top competitors are selected to participate in the Final Round.

The Bryant University Sales Competition, a Bryant-only event, is typically held in March or April.

Responsibility of Presenting Sponsor

1. Create official NISC sales case
2. Provide representatives (16-20) from your company to participate as “buyers” at the following competitions: NISC Preliminaries (October), NISC (November), Bryant University Sales Competition (March/April)
3. Provide sales training to Bryant students and NISC participants

Support from Bryant

1. Plenary sessions with key faculty in regard to case creation
2. Corporate recognition of partnership on the NISC website
3. Host all training materials on the NISC website
4. Promotion and communication to participants and faculty about the competition and the training details
5. Location for the competition on the Bryant University campus

Presenting Partner Opportunity

Bryant University is seeking a new Presenting Partner for NISC for the 2022-2023 and 2023-2024 academic years. The Presenting Partner provides the product/service that will be featured as the case used throughout the competition. Term of Presenting Partnership begins 7/1/2022 and ends 6/30/2024. The Presenting Partner should be ready to provide a sales case and support by September 1.

Please respond to the following specifications by May 20, 2022. Proposals can be submitted to corporaterelations@bryant.edu

1. Identify lead representative from your company who will serve as the point of contact for this partnership and describe your company’s sales organization.
2. Describe a potential business-to-business sales cases related to your company featuring fictitious product/service, including product specifications, pricing, and case modifications for advancing rounds. Product concept should be simple enough to close in a 10-minute sales call.
3. In previous semesters, Presenting Partners have hosted online training sessions for NISC competitors. Additionally, partners have invited Bryant students to visit their campus. Please indicate your interest in providing such opportunities.
4. Optional: Is there other information you would like to share with Bryant regarding your interest in becoming the NISC Presenting Partner?

Benefits of a \$30,000 Presenting Partnership:

Build Your Brand at Bryant:

- Occasion to host Bryant sales students at your company for field visit (virtually or in-person)
- Role play opportunity with Bryant sales team
- Logo displayed on NISC T-shirts presented to all participants and guests in attendance

Academic Engagement:

- Collaborate with sales faculty to develop competition sales case
- Host training for NISC participants prior to the event
- Priority in-class speaking opportunities at Bryant University
- Invitation to Bryant Sales Symposium

Northeast Intercollegiate Sales Competition & Bryant University Sales Competition:

- Provide sales case to be used in Northeast Intercollegiate Sales Competition and Bryant University Sales Competition
- Chance for 16-20 representatives to act as judges/buyers during the competition or part of NISC day's events
- Opportunity to develop speed sell or other training video
- Access to participant resumes
- Access to contact information for faculty of participating colleges and universities
- Prominently placed booth at NISC Networking Fair
- Private room for interviewing candidates during the NISC Networking Fair
- Speaking opportunity for corporate representative to address participants during welcoming or closing remarks (5 minutes)
- Opportunity to present a 20-minute skill building session during the competition
- Opportunity to network with highly qualified candidates
- Corporate representative to serve as part of NISC awards presentation team
- Invitation for 9 to participate in Bryant University Sales Competition (March/April 2022 and 2023)

Presenting Partners are also promoted through:

- Company signage at event registration
- Logo placement on homepage of NISC website
- Mentioned as sponsor in remarks throughout the day
- Priority logo placement in day-of event signage
- Sponsor name listed in all publicity

Past Winners and Participating Schools and Sponsors

149 Student Competitors

Results - 2021 Winners:

- Individual Selling, Champion, Margaret Marani, Bryant
- Individual Selling, 1st Runner Up, Nikola Terzic, Ryerson
- Individual Selling, 2nd Runner Up, Perry Crovo, Bryant
- Individual Selling, 3rd Runner Up, Madison Baharloo, Middle Tennessee State University
- Individual Selling, 4th Runner Up, Mary Rosenfeld, University of Central Florida
- Individual Selling, 5th Runner Up, Maggie Eaton, University of New Hampshire
- Speed Selling, Champion, Mikaela Mohr, Winona
- Speed Selling, 1st Runner Up, Caden Krug, University of Wisconsin-Whitewater
- Speed Selling, 2nd Runner Up, Irkena Lika, University of Tampa
- Speed Selling, 3rd Runner Up, Adam Lee Him, Ryerson
- Speed Selling, 4th Runner Up, Natalie Mauk, Indiana State University
- Top School Teams, Champion, Bryant
- Top School Teams, Tie, 1st Runner Up, Ryerson
- Top School Teams, Tie, 1st Runner Up, University of New Hampshire
- Top School Teams, Tie, 3rd Runner Up, University of Central Florida
- Top School Teams, Tie, 4th Runner Up, Plymouth State University

Participating Schools 2021

Bloomsburg University
Bryant University
College of Saint Rose
Florida International University
Georgia Southern University
Indiana State University
Johnson & Wales University
Kansas State University
Middle Tennessee State University
Northern Illinois University
Plymouth State University
Ryerson University
Southern New Hampshire University
Temple University
University of Central Florida
University of Kansas
University Of Massachusetts Amherst
University of New Hampshire
University of North Alabama
University of South Florida
University of Tampa
University of Wisconsin-Whitewater
Winona State University

Participating Sponsors 2021

nwm carousel – Presenting Partner
Bryant University
Cox Media
Datadog Inc
Farmers Insurance
Goodman/Daikin Distribution
Liberty Mutual Insurance
Lord Abbett
memoryBlue
mimecast
Paycom
Pepsico-Frito Lay
ServiceNow
Shopify
Signature Consultants
Softworld, Inc.
Tom James Company

Participating Schools 2020

Arizona State University
Bentley
Bloomsburg University
Bryant University
College of Saint Rose
Florida State University
Indiana State University
Kansas State University
Middle Tennessee State University
North Dakota State
Plymouth State University
Ryerson University
Southern New Hampshire University
Temple University
University of Central Florida
University Of Massachusetts Amherst
University of New Hampshire
University of South Florida
University of Tampa
University of Wisconsin-Whitewater

Participating Sponsors 2020

Carousel Industries
Dell Technologies
Cox Media
Datadog Inc
Paycom
Pepsico-Frito Lay
Liberty Mutual
memoryBlue
CarGurus
Verkada
Intralinks

149 Student Competitors

Results - 2020 Winners:

- Individual Selling, Champion, Cecilia Nancarrow, Kansas State University
- Individual Selling, 1st Runner Up, Alec Arndt, University of Wisconsin-Whitewater
- Individual Selling, 2nd Runner Up, Jakub Kubkowski, Plymouth State University
- Individual Selling, 3rd Runner Up, Sha-Quan Joseph, University of Central Florida
- Individual Selling, 4th Runner Up, Joseph Tocco, Bryant
- Individual Selling, 5th Runner Up, Nicholas Upper, University of Central Florida
- Speed Selling, Champion, Eric Muellejans, Ryerson
- Speed Selling, 1st Runner Up, Nick Upper, University of Central Florida
- Speed Selling, 2nd Runner Up, Sarah Jalal, Ryerson
- Speed Selling, 3rd Runner Up, Mark O'Brien, Bryant
- Speed Selling, 4th Runner Up, Haile Adams, Middle Tennessee State University
- Top School Teams, Champion, University of Central Florida
- Top School Teams, Tie, 1st Runner Up, Kansas State University
- Top School Teams, Tie, 1st Runner Up, University of Wisconsin-Whitewater
- Top School Teams, Tie, 3rd Runner Up, Ryerson
- Top School Teams, Tie, 4th Runner Up, Bryant