



NORTHERN ILLINOIS UNIVERSITY
College of Business

THE REIMAGINED FINANCE LAB

CURRENT OPPORTUNITY

NIU's current Finance Lab is tucked away in a small, underutilized room that does not reflect the prominence or rapid growth of the Finance program. To better support student learning and increase visibility, the reimagined Finance Lab will be created in the former PwC Faculty Office Suite — a glass-front, high-visibility space located directly across from the main entrance of Barsema Hall.

This prime location will allow students, alumni and corporate guests to immediately see the activity and energy of the Finance program as they enter the building.

VISIBILITY

The highlighted space in the image below shows the future home of the Finance Lab. Its open, glass-walled design will showcase student activity and elevate the presence of finance education within the College of Business.



DESIGN FEATURES:

- Seven Bloomberg terminals, each with four LCD monitors.
- Reconfigurable workspace for individual and team projects.
- Presentation area with PC and interactive flat-panel display.
- Modern, collaborative layout for applied learning.
- Digital stock ticker display.



Example: Walsh College in Michigan

IMPACT

Students: Immersed in real-time financial data and collaborative tools, students will sharpen the analytical and technological skills demanded by employers.

College: A state-of-the-art Finance Lab is a powerful recruiting tool, strengthening NIU's competitive edge among business schools.



FINANCIAL NEEDS

In addition to construction funding, philanthropic support is essential to equip the lab with industry-grade technology, ongoing software licensing and the student-centered programming that will bring the reimagined Finance Lab to life.

Partnering through a naming opportunity or station sponsorship directly supports:

- Software/Bloomberg terminal licensing.
- Financial analytics software.
- Digital displays.
- Student training, workshops and experiential programming.



THE RENOVATION COST OF **APPROXIMATELY \$450,000** WILL BE COVERED THROUGH **EXISTING FUNDS ALREADY RAISED** FOR THE COLLEGE OF BUSINESS FINTECH INITIATIVE. THIS APPROACH ENSURES THE PROJECT'S **FINANCIAL SUSTAINABILITY** AND ALLOWS FOR SWIFT AND **EFFICIENT IMPLEMENTATION** WITHOUT THE NEED FOR ADDITIONAL FUNDRAISING.

TIMELINE

Because the designated space is currently vacant, renovation is expected to begin soon, with completion targeted for the start of the 2026 Fall Semester. This schedule allows sufficient time for design finalization, procurement and construction while minimizing disruption to ongoing academic operations.

SPONSORSHIP OPPORTUNITIES

The NIU Finance Lab presents a highly visible and deeply impactful opportunity for corporate partners, alumni and friends of the College of Business. Philanthropic support is essential to elevate the lab with premier technology, student programming and long-term sustainability.

These investments allow the lab to remain cutting-edge, expand student access to financial software, host industry-led workshops, support certifications, and build NIU's reputation as a leader in applied finance education.

TECHNOLOGY & INNOVATION SPONSORSHIP LEVELS

Sponsorships directly support technology terminal licensing, financial analytics platforms, software upgrades, and student experiential programming.

PLATINUM SPONSOR — \$250,000

- Featured signage inside the new lab.
- Recognition on the College of Business website, student communications and annual impact report.
- Priority access to student recruiting events in the lab.

GOLD SPONSOR — \$150,000

- Featured signage inside the new lab.
- Recognition in Dean's annual report and student newsletters.

SILVER SPONSOR — \$100,000

- Featured signage inside the new lab.

ADDITIONAL SPONSORSHIP OPPORTUNITIES FOR THE LAB

These gifts allow additional donors to support targeted needs.

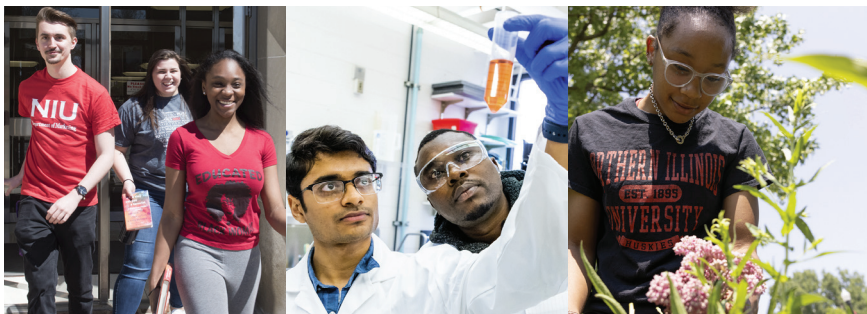
- **Finance Student Mentorship Program — \$50,000 endowed fund**
Supports trained lab assistants who help students use Bloomberg and other analytic tools.
- **Team Collaboration Zone Sponsor — \$25,000**
Supports modular furniture, writable surfaces and student team workstations.
- **Instructional Technology Sponsor — \$15,000**
Supports interactive display, wireless presentation hardware and recording tools.
- **Student Certification & Experiential Learning Fund — \$10,000**
Funds experiential learning trips to Chicago's major trading exchanges for hands-on exposure to real-time markets.



FORWARD

The Campaign for NIU

In the heartland of Illinois, where innovation meets tradition, Northern Illinois University stands as a champion of landmark research, academic excellence and community pride. For decades, NIU has been synonymous with progress, nurturing generations of leaders, thinkers and innovators. As we look to the future, NIU embarks on a transformative journey to propel itself and its students forward.



FORWARD: The Campaign for NIU is the largest comprehensive fundraising initiative in university history.

With a mission to empower students through educational excellence and experiential learning, NIU pursues knowledge, shares our research and artistry, and engages communities for the benefit of the region, state, nation and world. Driving this work is our aim to let nothing stand in the way of our life-changing learning opportunities, degrees and careers.

Realizing NIU's vision and empowering the next generation of leaders, thinkers and innovators will require all Huskies to answer the call. Collectively, we can ensure that NIU remains a champion of opportunity and excellence for years to come, inspiring positive change, and making a lasting impact on our community and beyond.

We invite you to join us on this journey **FORWARD**. Together, we can empower the future of NIU.

Find out more about

FORWARD:

The Campaign for NIU

by visiting

NIUFORWARD.COM

❏ QUESTIONS?

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