

REQUEST FOR CORPORATE SPONSORSHIP PROPOSAL

[This is an outline for developing a persuasive proposal for corporate support. Accompany your proposal with a Corporate Sponsorship Guide and an EMBA Program brochure.]

Executive Summary and Statement of Request

(Add information appropriate to your industry and company.)

- Current company environment: challenges, opportunities for company.
- Proposal for adding value: how your participation in the EMBA Program will help meet these challenges
- Request summary: your request for corporate sponsorship – time to attend classes, residency and financial support (if appropriate)

Responsibilities and Achievements

(Please outline personal qualifications, achievements and contributions to your company and how the program will reinforce and increase them.)

- State specific, measurable differences that you have made. For example, managed a corporate restructuring which resulted in an 85% efficiency rate and cut costs by 25 percent.
- State professional recognition and outstanding performance reviews.
- State specific skills, knowledge, contacts and networks to be gained by the program. Show how the skills and knowledge will allow you to further your responsibilities to meet corporate goals.

Objections and Concerns

(Address concerns that your company may have regarding sponsorship.)

Possible work concerns

- How will you adjust your work methods to continue to excel at work while attending school?
- What support you will need while in school?
- Commitment to attend class and required international residency.

Possible sponsorship concerns

- How does UA's EMBA Program fit into your existing educational reimbursement policy?
- Specific concessions you could make in exchange for an exception to your company's normal policy
- Consider concessions that have been made by other managers seeking sponsorship
- Examples include: commitment to remain with company for a specific number of years after graduation (usually 2-3 years) in exchange for financial support, and using vacation days to attend class and/or residency.

Return on Investment to Company

(Describe key benefits and features of the program.)

- Direct application to business challenges – relevant, rigorous curriculum brings actionable learning straight to your workplace. Participants often bring work challenges to the classroom to gain insight from faculty and peers.
- Powerful network – expands your organization’s professional network, providing valuable new resources, including possible clients, investors and suppliers.
- Refined leadership skills – project teams develop communication and collaboration skills, bringing together peers from many industries, functions and geographic areas.
- Targeted development - EMBA focuses on strategy, leadership, financials and global initiatives.
- Specific examples of increased contribution you expect to make to your company based on your personal development plan.

Request for Support

(Demonstrate the payoff to your company.)

Investment:

Include total program cost

Costs include tuition, books and materials, networking events, lodging (if paying for lodging option), and international residency (airfare not included).