



EMBA REQUEST FOR CORPORATE SPONSORSHIP PROPOSAL

[This is an outline for developing a persuasive proposal for corporate support. Accompany your proposal with an EMBA Viewbook brochure and application materials.]

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, negotiations, communication and global issues. Students will also complete an international business strategy project during their final semester.
- Specific examples of increased contribution you expect to make to your company based on your personal development plan.
- Key benefits for the company – assistance with recruitment (access to our undergraduate and graduate students for hiring through our Career Services Center), succession planning and continuing education opportunities.

Career Advancement

(Executive Career Development Plan)

For students, an Executive Career Development Plan begins during their initial personal interview and continues through graduation. Each individualized plan establishes career steps to achieve professional goals. Career planning sessions, in both workshops and private sessions, are available.

Request for Support

(Demonstrate the payoff to your company.)

Investment:

Include total program cost

Costs include tuition, books and materials, networking events, and international residency (airfare not included). You may also want to factor in lodging cost (which is not included in program cost) if you are traveling from out of town.