Sample Request for Corporate Sponsorship

Note: This document is presented only as an illustration and does not necessarily represent a model sponsorship request.

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General Information

Why COMPANY should sponsor an employee in an Executive MBA program

COMPANY is in a period of tremendous growth.

According to COMPANY profit share information on January 10, stock closed at $13.69 USD. Exactly one year later stock closed at $34 USD. While this is an exceptional achievement, experts warn that throughout periods of volatile growth, companies are at their most vulnerable. Company senior management appears aware of this -- I have appreciated the COMPANY conservative approach toward expansion.

The economy has experienced global recessions - if applicable.

According to several articles in USA Today, the entire U.S. has been affected and the New England area has been hit the hardest. COMPANY has weathered this obstacle and my New England territory is performing on target. Companies can always use good management. This, however, is of paramount importance when COMPANY goals include remaining the market dominator and maintaining aggressive growth.

Managers brought in from the outside may lack the practical COMPANY experience necessary to come up to speed effectively.

A key reason I joined COMPANY is I am impressed by the significant number of internal promotions. Unfortunately, it is not cost effective for COMPANY to implement large scale formal management training. A combination of COMPANY experience and internationally recognized Executive Management exposure and education is the perfect solution to internal management promotion for those candidates with limited management experience. Specific benefits to COMPANY from the EMBA program are on following pages.
**Personal Qualifications**

Proven performance coupled with drive and dedication yield a candidate with a strong probability for program success.

Throughout my brief period of employment, my achievements have demonstrated successful management qualities such as, diligence, intelligence, innovation, flexibility and strong performance. Namely COMPANY has seen:

- Specific achievement
- Specific achievement
- Specific achievement
Carlson Executive MBA Program Description

Program Description

Specifically designed for those with at least six years of career experience, the intimate 2-year Carlson Executive MBA at the University of Minnesota lets you share the classroom with leaders from diverse backgrounds. Your professional experiences enrich the learning environment and provide the foundation for a lasting network of friends and colleagues who will be with you long after the program ends. In addition to the academic focus, which will supplement your professional experience, you will get to know your classmates through the Carlson School’s cohort model. You start, proceed through, and finish the program in a dedicated group of students, enabling you to forge deep connections with one another.

COMPANY Benefit:

I will have the benefit and experience of an MBA without disrupting my career. Further, a University of Minnesota MBA adds credibility to my capacity as YOUR ROLE while providing a foundation for any future positions I may achieve.

Diversity of Experience

All of the Carlson executive MBA students must have a minimum of 6 years business experience, with the average being 14 years. Real work issues are discussed in class and knowledge can be immediately applied. The tight interaction between theory and practice should yield immediate returns. In addition to the experience gained academically, I will meet managers from top companies in various industries in the area and, additionally, will spend 7 months on an intensive project with members of the Global EMBA programs in Europe and China, further broadening the diversity of the group.

COMPANY Benefit:

I will have direct contact with management from several major companies in various industries. Continuous executive exposure expands my management communication skills. There is clear benefit to augmenting my network/prospect base. In addition to direct business potential, I can gain tremendous insight into the needs of my classmates’ industries. Since COMPANY products are not industry specific, a sales representative finds that empathy for various business needs facilitates sales. Further, Classmates/professors may help me strategize situations providing direct solutions.
**Guest Speakers and Weekend Info**

Appendix B provides a Typical Weekend and a past Executive Speaker list. (Program can provide this or direct to web.)

**COMPANY Benefit:**

In addition to the benefits listed in the previous section, the executive speakers add a higher level global outlook.

**One-Week International Residency**

Appendix C provides a schedule of time devoted to the Carlson Executive MBA program. The international perspectives that are incorporated throughout the curriculum are drawn together during an international seminar. Recent classes have visited companies and leaders in Chile, Peru, Brazil, India, and Cuba.

**COMPANY Benefit:**

A universal perspective aids interaction with other international companies, and prepares me for sales or management worldwide.
Carlson Executive MBA Requirements

Experience

Traditional Candidates

The Carlson Executive MBA Program is designed for students:
  • with a minimum of six years experience, while the average is 14 years of experience and 10 years of mgmt experience
  • fast-tracked or identified as high-potential employees
  • currently a senior level professional, mid-high level management role

My Experience

OUTLINE YOUR QUALIFICATIONS HERE

Time Commitment

The program meets on alternate weekends, which comes out to about two Fridays per month and a few full weeks throughout the full two year term. If COMPANY prefers, I will use my COMPANY vacation days for the week long seminars. See Appendix C for a complete listing of class days overlapping COMPANY work days.
My Time Considerations

I believe that I can handle the program commitments in addition to my normal activities.

Give examples of how you will manage your work and school time commitments, especially the mandatory Fridays and Immersion Week - comp time, working longer hours on other days, etc.?
Disclaimers

Management Promotions
Although a key consideration for enrollment in the program is a genuine desire toward demonstrating dedication to the management objective and becoming a more desirable and qualified management candidate, I understand that COMPANY sponsorship does NOT entitle me to any promotions either during the program or upon its completion.

Performance Expectations
I understand that my expected performance level and financial quota targets will not be reduced as a result of sponsorship in the Carlson Executive MBA Program.

Employment Guarantees
In appreciation for sponsorship (and in the difficulty of finding generous employers granting biweekly absence), COMPANY can expect that I am not seeking other employment. I would also expect that COMPANY's sponsorship represents a faith in my ability to complete the program. Notwithstanding, I understand that these expectations are in no way obligations. At any time prior, during, or following the University of MN program, either COMPANY and I may terminate my employment with COMPANY for any reason without obligation.

Sponsorship Commitments
I understand that any program sponsorship commitments cease if my employment terminates for any reason.
Other Notes

Sponsorship Alternatives

I am open to considering any alternative arrangements for sponsorship in the Carlson Executive MBA Program that COMPANY may propose.

Optional Communications with the Carlson Executive MBA Program Director

COMPANY may write or telephone the director of the Carlson Executive MBA Program.