

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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- Appendix B: Sample of a Typical Weekend -include guest speakers, etc.
- Appendix C: Schedule of program days overlapping [COMPANY] business days.
- Appendix E: Payment Schedules

General Information

Why [COMPANY] should sponsor an employee in an Executive MBA program

[COMPANY] is in a period of tremendous growth.

The economy has experienced global recessions - if applicable.

Company is experiencing transition or change.

Stress that companies can always use good management.

Include examples of how you will utilize your EMBA learnings to benefit the company.

Express loyalty to the organization for supporting your education.

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 six 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 seven 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. Further, classmates and/or professors may help me strategize situations providing direct solutions.

Carlson Executive MBA Program Description

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 management 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 Minnesota 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.