



REQUEST FOR CORPORATE SPONSORSHIP

This sample outline is designed to help you develop a persuasive proposal. Accompany your proposal with the *Return on Investment for Employers* information to begin a conversation about sponsorship.

EXECUTIVE SUMMARY

Give a brief summary of your request (1-2 paragraphs)

- Current company environment: challenges and opportunities that your company faces
- Proposal for adding value: how the participation in the program will help you better meet these challenges
- Request summary: your request for corporate sponsorship – for time to attend classes, residencies and financial support (if appropriate)

COMMITMENT AND CONTRIBUTIONS

Outline your contributions to your company and how the program will increase them.

- State specific, measurable differences that you have made. For example: “Managed the redesign of product packaging which resulted in 50% sales increase over the last 18 months”
- State professional recognition and outstanding performance reviews
- State specific skills, knowledge, contacts and networks that you will gain from the program. State how the skills and knowledge will allow you to take on additional responsibilities that meet corporate goals.

SOLUTIONS FOR POTENTIAL OBSTACLES

Address concerns that your company may have.

- Possible work concerns:
 - How you will adjust your work methods to continue to excel at work while attending school?
 - What support you will need while you are in school?
 - Commitment to attend class and any required residencies (depending on Evening MBA, Weekend MBA or OneMBA® Program format)
- Possible sponsorship concerns:
 - 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: committing to remain with the company for a specific number of years (usually 2) in exchange for financial support, and using vacation days to attend class and/or residencies

KEY BENEFITS OF THE PROGRAM TO YOUR COMPANY

Describe key benefits and features of the program, which are also stated in the *Return on Investment for Employers* information.

- **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.
- **Deeper leadership skills** — Project teams develop communication and collaboration skills, bringing together peers from many industries, functions and geographic areas.
- **Targeted development** — Weekend MBA and Evening MBA are customized to the participant's career goals; OneMBA develops leaders in global management.

REQUEST FOR SUPPORT

Demonstrate the payoff to your company.

- **Investment:**
 - Include total program cost
 - Costs include tuition, books and materials, social events, and required lodging for the entire program.
 - You can find details about what tuition covers on our Web site <http://www.kenan-flagler.unc.edu/programs/emba/apply/tuition.cfm>
- **ROI:**
 - Skills and knowledge you expect to gain from the program that you will immediately apply on the job
 - Specific examples of increased contribution you expect to make to your company based on your own personal development goals