Sample Sponsorship Proposal

*Note: This template is an illustration of an outline for a proposal for a prospective applicant to ask his or her company for sponsorship. It does not necessarily represent a model request.*

University of Idaho Executive MBA Program

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General Information

*Here are some suggestions for requesting that your company sponsor your Executive MBA education.*

**Why COMPANY should sponsor an EMPLOYEE in an EMBA program**

COMPANY is in a period of growth, has been affected by the recession, etc. Briefly acknowledge current company situation; senior management’s awareness; and what you appreciate about COMPANY’S approach.

**Company Benefit:** Briefly state how an EMBA degree program would benefit COMPANY.

**Economic Perspective**
Highlight what press/experts are saying about the economy and link back to your organization. Good management skills are critical given your company goals of...

**Company Benefit:** COMPANY would benefit from your education by...

**Increased Visibility and Education**
According to the *Washington Business Journal*, sponsorship often means enhanced name recognition, visibility, and business for a company.

**Company Benefit:** Explain how a combination of your experience, connection with other organizations, and education will bring immediate and long-term value to COMPANY.

**Specific benefits to COMPANY from the Idaho EMBA Program follow.**

**Personal Qualifications**

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

*This is a good place to remind your company of your successes. Below are a few ideas.*

*Throughout my TIME of employment, my achievements have demonstrated successful management qualities such as, diligence, intelligence, innovation, flexibility, and strong performance. Specifically, for COMPANY, I have:*

- delivered top sales/customer service scores/team results in region.
- delivered marketing tactics that led to increased visibility for COMPANY.
- received more responsibilities and exceeded expectations (DESCRIBE).
- had exceptional Performance Reviews.
- received client/customer praise.
University of Idaho Executive MBA Program

Program Description
The Idaho Executive MBA Program is a rigorous, two-year graduate program in management designed for mature and experienced leaders. Using their award-winning approach to teaching and learning, College of Business and Economics faculty bridge the gap between academic theory and workplace practice. Interdisciplinary coursework builds understanding and gives participants the tools to create innovative strategies and tactics to manage and transform their organizations. The Idaho Executive MBA Program is full time and AACSB accredited.

Company Benefit
Participants will continue to work full time while earning an MBA in less than two years.

Carefully Integrated Curriculum
The Association to Advance Collegiate Schools of Business (AACSB) recognizes the University of Idaho College of Business and Economics’ award-winning integrated business curriculum as an Industry Best Practice. The Idaho Executive MBA curriculum is designed to build understanding across diverse constituencies and provide the tools managers need to create innovative strategies and tactics to lead their organization. The Idaho Executive MBA faculty leaders are committed to ensuring a leading-edge, academically challenging learning experience for each student.

Company Benefit
With expert input from faculty and colleagues, classroom discussions and projects focus on advancing company-specific initiatives and solving company or industry problems.

Experienced and Informed Peer Group
The Idaho Executive MBA Program admits a single class—or cohort—each year. The class remains together throughout the program. The classroom and study-group interaction is a significant part of the program. At the executive level, building cooperative relationships is as important as competing. The program’s collaborative classroom environment and study group teams teach participants how to share responsibilities and take advantage of each others’ experience and knowledge for mutual benefit—skills directly transferable to the workplace. Working collaboratively, often at a distance, also helps hone skills in virtual teaming. Participants build leadership, communication, and negotiation skills by working with their experienced cohort. Team members share responsibilities for group projects and negotiate workloads, helping each other balance school, work, and personal commitments.

Company Benefit
The diversity of the group participating means that sponsored employees will establish new contacts and widen their professional networks. COMPANY will have increased visibility and a more diverse and extensive network.
Executive Speaker Series
Participants examine business problems from a CEO’s perspective. They become knowledgeable about key business disciplines but focus equally on integrating this knowledge with their established background and experience. Prominent executive speakers join participants in the classroom, at meals, and during breaks to discuss critical issues and business challenges.

Company Benefit
Participants develop a strategic perspective that helps build leadership skills to support their career growth and prepare them for greater executive responsibility.
University of Idaho Executive MBA Profile and Commitments

The Typical Idaho EMBA Participant Profile
The typical Idaho Executive MBA participant:
- 39 years old
- 53% male, 47% female
- 14 years of work experience
- 7 years of management experience

Here are a few details you might include under a “My Experience” heading:
- # years of work experience in FIELD/INDUSTRY
- DEGREE(S)
- Aspiration for senior management

Note: The following are suggestions for ways to structure (and information to include in) a sponsorship proposal. Italicized sections are examples of possible points to include and ways to phrase them.

Time
All Idaho Executive MBA Program applications require a Sponsor Endorsement Letter and Form from COMPANY acknowledging that time will be made available for full participation in the program. (See Appendix A for Sponsor Endorsement Letter and Form.) The program meets once a month for three consecutive days (Thursday-Saturday). If COMPANY prefers, I will use my COMPANY vacation/sick leave to cover the 18 days per academic year. (See Appendix B for the Idaho EMBA Program’s Academic Calendar.)

My Experience with Time Management: I am confident I can manage the Idaho Executive MBA Program in addition to my normal workload. While at COMPANY, I have paid special attention to honing my organizational and time-management skills. I have also taken into consideration that most interfacing and business activity for COMPANY occurs Mondays through Thursdays, and most transactions that need attention on a Thursday or Friday can be completed on Monday.

Financial Investment
Fees for the Idaho Executive MBA Program are $42,000. This amount includes registration, books, materials, and meals. If COMPANY chooses to sponsor some or all of the program fees, University of Idaho Student Accounts will invoice COMPANY directly for the stipulated portion.

Motivating and Retaining High-Potential Employees
The experience level and diversity of the student body distinguishes an EMBA from a traditional MBA. Executive MBA programs are designed for high-potential, mid-level managers and executives seeking to advance their careers. Organizations across the U.S. and around the world use MBA
programs to develop, motivate, and retain their high-potential employees. According to
BusinessWeek and Cambria Consulting, approximately two-thirds of all employees who participate
in EMBA programs nationwide receive some sort of sponsorship from their employers. One third
are fully supported by their organization, and another third receive partial support.

The Idaho Executive MBA Program encourages corporate financial sponsorship because investment
yields new ideas and best practices, heightened efficiencies, stronger teams, and integration into the
company of cutting-edge processes and knowledge. Of Idaho EMBA participants, 20% are fully
sponsored and an additional 62% are partially sponsored (10% to 80%). Targeting and sponsoring
high-potential employees is an effective way to build bench strength and hold on to talent.
Assurances to Company

Note: Below are some examples of assurances you may want to include.

Management Promotions
Although a key consideration for enrollment in the Idaho Executive MBA Program is a genuine desire to become a more qualified manager and leader, 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 will not be reduced as a result of sponsorship in the Idaho Executive MBA Program.

Employment Guarantees
(Note your company's policy. This is an example and may not be in line with your company's policy.)
In appreciation for sponsoring me and for allowing me the two days each month I need to participate in the EMBA program, COMPANY can be assured that I am not seeking other employment. I would also expect that COMPANY's sponsorship represents a confidence in my ability to complete the program. At any time before, during, or following the Idaho Executive MBA Program, either COMPANY or I may terminate my employment with COMPANY for any reason without obligation.

Sponsorship Commitments
I understand that all Idaho Executive MBA Program sponsorship commitments cease if my employment terminates for any reason.

Admission to the Idaho Executive MBA Program
I understand, and want to make clear to COMPANY, that even if COMPANY sponsors my application, the University of Idaho may not accept my application.
Other Important Information

*Note: Below are some examples of additional considerations you may want to include.*

Sponsorship Alternatives

I am willing to consider any alternative arrangements for sponsorship in the Idaho Executive MBA Program the COMPANY may propose.

Additional Requirements of the University of Idaho

I have already completed the initial application process by filling out the Graduate Application Form, and sending my resume, Personal Statement, and Employment History Form to the University of Idaho Graduate Admissions Office. I have requested official transcripts from PRIOR COLLEGES.

If COMPANY allows me to continue the application process, and agrees to sponsor me, I will request NAME, POSITION, COMPANY; NAME, POSITION, COMPANY; and NAME, POSITION, COMPANY, to write letters of recommendation to accompany COMPANY’s Sponsor Endorsement Form. If GMAT scores are required, I will complete the test on DATE.