

Sample Request for Corporate Sponsorship

Wharton MBA Program for Executives

Note: This document was used by a former student in the program to propose a sponsorship agreement to her employer. Once identifying information was changed, she agreed to share it as a service to other applicants. 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 Profs 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.

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 Wharton 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:

- Top Quota Performance among peers (see Appendix A)
- Exceptional performance review from management.
- Top Call Activity in North East Region according to Call Summary Reports tracked by the northeast administrative supervisor.
- Expanded New England Territory software consumption through increased single product, pilot program and VPA sales.
- Established second local U.S. User Group. (Contributed to the currently available User Group Starter Kit.)
- Founded the first quarterly local COMPANY sales newsletter.
- Received praise from CLIENT for providing quarterly mailings to CLIENT Marketing Managers detailing COMPANY wins.
- Increased COMPANY exposure within New England through marketing activity to and CLIENT.
- Teaching COMPANY marketing section of AD/Cycle Marketing course for CLIENT Account Managers using New England examples.

Wharton MBA for Executives Program Description

Program Description

The Wharton MBA program is internationally recognized and has been consistently ranked among the top in the world. According to the University of Pennsylvania Wharton School Graduate Division:

"...the Wharton MBA Program for Executives covers the same ground as the traditional MBA program. It has the same faculty, curriculum, and requirements as Wharton's internationally recognized MBA program. It awards the same degree. But because the program is scheduled during alternate weekends and several week long session, executives can earn their Wharton MBA in two years without interrupting their careers."

COMPANY Benefit:

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

Diversity of Experience

All of the Wharton executive MBA students must have business experience. 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. Residency on Friday evenings is required. This provides additional opportunities for classmate interaction.

COMPANY Benefit:

I will have direct contact with management from several major companies in various industries (see "Experience" section of Wharton Requirements). 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.

Executive Speaker Series and Executive Guest Lectures

Appendix B provides a Typical Weekend and a past Executive Speaker list. The fourteen hour Friday includes a lunch or dinner with a prominent senior executive speaker.

COMPANY Benefit:

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

One-Week International Seminar

Appendix C provides a schedule of time devoted to the Wharton program. The international perspectives that are incorporated throughout the Wharton curriculum are drawn together during an international seminar. Recent classes met leaders in Japan, Spain and Germany.

COMPANY Benefit:

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

Wharton Requirements

Experience

Traditional Candidates

The Wharton MBA Program for Executives is designed for students:

- with a minimum of ten years experience with at least six in a managerial position
- at least 30 years old
- with an outstanding college record
- headed for senior management

Fellows Nomination

The Fellows program allows organizations to nominate outstanding candidates who are younger or less experienced than the traditional executive student. Fellows have no age or experience requirements but candidates must show promise for advancement in a managerial career and receive financial and program-related support from their nominating organization. Although the Fellows application process differs slightly from that of traditional candidates, there is no distinction made after acceptance to the program.

My Experience

- Seven years work experience with two years in software engineering and five years in account management.
- 30 years old
- BS Math/Computer Science (3.6 GPA) and MS in Computer Science (3.3 GPA)
- Aspiration for senior management

Time

Traditional Candidates and Fellows Nomination

Both the Traditional and the Fellows applications require a letter from COMPANY stating specifically that time will be made available for full participation in all coursework. See Appendix D for suggested letter.

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 Wharton days overlapping COMPANY work days.

My Time Considerations

I believe that I can handle the Wharton program in addition to my normal activities. While at COMPANY, I have paid special attention to honing my organization and time management skills. Although I spent considerable time up front, I am at the point where I am working smarter. According to Call summary reports, I do almost twice the call activity of other North East sales representatives. Yet, 90% of this call activity occurs on Tuesdays through Thursdays with follow-up, administrative, and prospecting activities on in-office days.

If COMPANY used a comp time scenario: alternate Wharton Fridays are provided for by working nine hours on non-Wharton days. (I guarantee that days I spend on the road are easily in excess of nine hours.) Further, as shown in previous pages of this document, Wharton Fridays contribute to quality of work activity.

Financial Investment

Traditional Candidate

In addition to the required corporate letter allowing for program time, corporate financial sponsorship is encouraged and considered in the Wharton admissions decision. See Appendix E for payment schedules.

Fellows Nomination

Please review the first paragraph titled "Fellows Nomination" in this document. It reviews Fellows requirements which include financial sponsorship.

Disclaimers

Management Promotions

Although a key consideration for enrollment in the Wharton 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 Wharton MBA Program for Executives.

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 Wharton program, either COMPANY and I may terminate my employment with COMPANY for any reason without obligation.

Sponsorship Commitments

I understand that any Wharton program sponsorship commitments cease if my employment terminates for any reason.

Admission to Wharton MBA Program for Executives

Even if COMPANY sponsors my application, Wharton may not accept my application.

Other Notes

Sponsorship Alternatives

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

Additional requirements for Wharton Admission

Program applications require completion of a General Data Form, an Education Profile Form, an Employment Profile Form, an Essay Form, 2 evaluation forms completed by individuals with evidence of my professional experience, Undergraduate Transcript Form and a GMAT test score.

The first four forms are complete. If COMPANY allows my application or sponsors me, I will:

- Request that evaluation forms be completed by Name, Vice President, COMPANY and a Sales Vice President at COMPANY B, a former employer.
- Have my previous transcripts sent to Wharton.
- Complete the GMAT on DATE.

Optional Communications with the Wharton Program Director

COMPANY may write or telephone the director of the Wharton MBA Program for Executives.