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SAMPLE REQUEST FOR CORPORATE SPONSORSHIP

Kellogg Executive MBA Program

This document is to be used as a tool and framework for you to engage your employer   
in sponsoring your attendance in Kellogg’s Executive MBA Program. To build the best   
case possible for your employer, we strongly encourage you to adapt this document so   
that it’s reflective of your voice, your relationship with and understanding of your company   
and the specific benefits you and your company will receive from your participation in   
Kellogg’s EMBA Program.

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Dear [NAME],

As of [DATE], I have applied/been accepted to Northwestern University’s Kellogg School of Management’s Executive MBA Program.

In my time at [COMPANY], I have contributed by [insert overview of how you’ve specifically contributed to the company — use data to quantify your contributions].

Key to my growth at [COMPANY] is the development of [insert skills to be acquired and/or developed].

By developing and/or acquiring these skills, I will be able to [INSERT how your professional development will specifically contribute to the company’s goals and growth and are aligned with the company’s missions and values].

These skills will be uniquely developed at Kellogg’s Executive MBA Program through [INSERT examples of [courses](https://www.kellogg.northwestern.edu/programs/executive-mba/curriculum-and-faculty/core-courses.aspx), [electives](https://www.kellogg.northwestern.edu/programs/executive-mba/curriculum-and-faculty/elective-courses.aspx)]. Additionally, through their [leadership development programing](https://www.kellogg.northwestern.edu/programs/executive-mba/curriculum-and-faculty/leadership-development.aspx) and resources offered through [Kellogg’s Career Management Center](https://www.kellogg.northwestern.edu/programs/executive-mba/your-career/career-resources.aspx) [INSERT specific examples, like life-long executive career coaching, etc.], I will be able to integrate both hard and soft skills developed through the program to reach my potential as a leader — in fact, 89% of recently graduated EMBA students attribute their confidence as leaders to their experience at Kellogg.

Taking the above into your consideration, as well as the opportunity to attend a top, global business school, I respectfully ask your sponsorship of my attendance of Kellogg’s Executive MBA Program. Additionally, I respectfully request your financial support of this two-year commitment, totaling [insert requested financial support]. *(if applicable)*

Please refer to the remaining materials to better understand the distinct qualities of Kellogg’s Executive MBA Program, as well as our shared commitments and benefits through my attendance and your sponsorship.

Sincerely,

[NAME]

1. Personal Qualifications

During my [AMOUNT OF TIME] at [COMPANY], I have demonstrated [INSERT your skills/attributes, such as flexibility, creativity, strong communication, dedication, etc.] and strong performance. This is best reflected in the following:

*The following bullets should reflect your achievements and contributions at the company. We recommend using impact statements: what you did and the value you added to your company as a result of that action. We also recommend any specific performance reviews or performance date in relation to your peers (Top Performer, etc.)*

* [Insert achievement/contribution/performance recognition]
* [Insert achievement/contribution/performance recognition]
* [Insert achievement/contribution/performance recognition]

1. Personal Goals at [COMPANY]

Seeking to align my professional growth with my commitment to [COMPANY], below are the goals I plan on executing in the next [YEARS] to support the growth and mission of [COMPANY].

*The following bullets should include specific goals you plan on executing in the next several years at your company. Include any skills that need to be developed in order to achieve goal. This should not include any raises or promotions.*

* [Insert goal/skill development]
* [Insert goal/skill development]
* [Insert goal/skill development]

On page [XX] (“Return on Investment”), I outline how attending Kellogg’s EMBA Program will enable me to develop these skills and achieve these goals to add value to the growth of [COMPANY].

1. Why the Kellogg EMBA

Program Overview

The Kellogg Executive MBA program is a top-ranked program with a clear return on investment. In 2020, it was ranked #2 in the [2020 Economist EMBA ranking](https://www.economist.com/whichmba/executive-mba-ranking-2020) and a recent survey of Kellogg MBA alumni from 2009-18 showed that 88% of EMBA alumni say Kellogg has had a high or very high impact on their professional growth.

Kellogg’s robust curriculum builds upon students’ expertise (EMBA students have 8-21 years of work experience and 67% have a C-suite, VP or director-level title) by strengthening their business acumen across all areas of an organization so they can become a more strategic thinker and a better leader.

The first year of the program is customized for the executive level and the curriculum is designed to strengthen students’ business foundation and help them lead an organization more confidently. The second year of the program is designed to strengthen students’ expertise. They will hone management techniques and apply strategies to larger challenges. Students can also customize their experience by choosing electives that fit their career goals or discover new interests. They’ll also complete a capstone course that synthesizes class lessons from across the program.

Program Format

Students can choose either Kellogg’s Miami Campus or Evanston Campus. While they differ in location, they also differ in schedule format. Students who attend the Miami Campus go to campus once a month, taking classes starting on Thursday afternoon and ending midday Sunday. Students who attend the Evanston Campus every other week, taking classes Friday morning through Saturday.

I have chosen [INSERT campus choice], which has the [INSERT schedule format].

Distinguishing Qualities of Kellogg’s Executive MBA

Kellogg sets itself apart from other top EMBA programs in several key ways:

* **Grow Alongside High-Caliber Peers**: I will learn with and from high-caliber classmates with a diversity of experience and global expertise, who will provide invaluable perspectives on universal business challenges. The lifelong connections I build, coupled with robust career support, will help me define my future as a high-impact leader.
* **Access an Unparalleled Global Network**: The Kellogg Executive MBA Global Network fosters cross-cultural learning and collaboration with students from seven campuses around the world. Based in Canada, Asia, the Middle East, Europe and the U.S., I would be joining the largest, most immersive network of its kind.
* **Lead with Purpose:** Kellogg’s top-tier EMBA program is specifically designed for accomplished professionals like me. Their distinctive, rigorous curriculum and leadership development will enhance my skillset so I can lead confidently across all aspects of our organization.

1. Why Now

*NOTE: We encourage you to use the below framework to discuss the skills you will develop, how you will develop as a leader and continue to add value to your company.*

By choosing this moment to pursue an EMBA at Kellogg, I am choosing to buffer myself with access to **unlimited career coaching, lifelong connections and a disruption-proofed skill set** **to be a more agile leader**, prepared for and successful in whatever lies ahead, no matter the disruption.

In my time getting to know Kellogg, I have learned that thriving and being innovative through challenges is in Kellogg’s DNA. It was recently ranked #2 in the [2020 Economist EMBA ranking](https://www.economist.com/whichmba/executive-mba-ranking-2020) in July 2020 (Alumni responses drive this Economist ranking, which makes the positive result all the more powerful).

Industry change and marketplace disruption will continue to challenge the way we think and do business. In this current environment, a **supportive network will help advance my professional development goals and goals within [COMPANY]**. This network includes the **best and brightest business leaders**, who bring their diverse cultures, backgrounds, experiences and industry expertise to the classroom, informing how I address business challenges and supporting my professional development.

This caliber and diverse set of business leaders have always comprised Kellogg’s EMBA Program, and that has not changed through the disruption that we’ve seen in the world this past year. In fact, it has intensified, with more business leaders applying to Kellogg’s MBA Programs than years before and incredibly strong and diverse cohorts continue to be attracted and admitted to Kellogg.

Lastly, I am choosing to apply now to receive Kellogg’s top-tier management education to prepare me to **embrace disruption, influence others and effect change.** [INSERT how specific courses offered within Kellogg’s curriculum will empower you to thrive through disruption and effect change]

1. Return on Investment

Core Curriculum & Faculty

In the first year, Kellogg Executive MBA students develop a strong foundation through a rigorous, core curriculum. This curriculum expands students’ general management foundation to augment their skills as a strategic thinker and a leader prepared for an increasingly complex economy. *(please see appendix for list of core course offerings)*

At Kellogg, students will learn from scholars and practitioners who are globally recognized for their thought leadership, research and expertise. Beyond reaching the highest ranks in academia, they have served as advisors for the U.S. Treasury, consulted for Google and Facebook, broken ground in game theory and authored some of the most prominent literature in their field. They are, in short, the authoritative voice in management topics. *(please see appendix for list of elective course offerings)*

* [Input direct student/employer benefit: Share how specific courses & faculty will develop/hone skills and achieve goals that you previously stated to draw a clear line towards your company’s benefit.]

Kellogg Electives

In the second year, students can customize their learning to expand and deepen their expertise. These intensive courses cover a wide range of topics, markets and industries. Students also have the option to take these electives domestically (at the Evanston and Miami campuses) or abroad through [Kellogg’s global partner schools](https://www.kellogg.northwestern.edu/programs/executive-mba/global-network.aspx). These global electives enables students to broaden their global leadership perspective, hone their expertise in specific industries and develop a rich understanding of different markets — an invaluable skillset in a complex, global economy. *(please see appendix for list of elective offerings)*

* [Input direct student/employer benefit: Share how specific electives will develop/hone your skills and achieve goals that you previously stated to draw a clear line towards your company’s benefit.]

Peer Network

Kellogg’s EMBA students are immersed among peers, who are high-achieving and hardworking leaders selected for their diverse backgrounds, industries, global perspective and fields of study. Their unique accomplishments and perspectives contribute to a dynamic and rich learning environment. Students often state that they learn just as much from their peers as they do from their faculty. For more details, please take a look at the [latest class profile](https://www.kellogg.northwestern.edu/programs/executive-mba/emba-experience/class-profile.aspx).

* [Input direct student/employer benefit: Share how learning from and networking with this set of diverse peers will develop/hone your skills and achieve goals that you previously stated to draw a clear line towards your company’s benefit.]

Kellogg Alumni Network

Kellogg’s 65,000 + alumni span the globe and are not only known for being at the helm of well-established brands and growing startups, but they’re also known for being exceptionally responsive and enthusiastic about supporting members of the Kellogg community to continue Kellogg’s well-known culture of collaboration, teamwork and empathy. Every Kellogg student has access to this network on day one of admittance to the program, and it continues for a lifetime.

Additionally, alumni have access to lifelong resources including the Kellogg Job Board (where we could post roles at our company) as well as discounted executive education courses for alumni to further their education.

* [Input direct student/employer benefit: Share how you’ve either already been positively impacted by a Kellogg alum or illustrate Kellogg alumni you plan on networking with. Share how these experiences will develop/hone your skills and achieve goals that you previously stated to draw a clear line towards your company’s benefit.]

1. My Investment

Time Commitment

Below is an overview of the time I would need to invest in attending Kellogg’s Executive MBA Program on the [INSERT Miami or Evanston Campus].

*The following is an example for the Evanston Campus. Please go to* [*this page*](https://www.kellogg.northwestern.edu/programs/executive-mba/locations-and-schedule/evanston-twice-monthly.aspx) *for updated calendar information if you believe it will support your case.*

* Program Start: January or September
* Frequency: Twice per month
* Class Schedule: Friday – Saturday (with occasional Sundays)
* Intensive Weeks: 4 (this includes orientation and global network week)
* Years: 2

*The following is an example for the Miami Campus. Please go to* [*this page*](https://www.kellogg.northwestern.edu/programs/executive-mba/locations-and-schedule/miami-monthly.aspx) *for updated calendar information if you believe it will support your case.*

* Program Start: January or September
* Frequency: Once per month
* Class Schedule: Thursday – Sunday
* Intensive Weeks: 3 (this includes orientation and global network week)
* Years: 2

Personal Management Plan

*Outline how you have proven at the company to have specific management/organizational skills. Share how you will leverage this skill set to manage all of your commitments (work, school and family), as well as how you plan on using PTO.*

Financial Commitment

As of February 2021, the total two-year cost is $217,836. *(please refer to* [*this page*](https://www.kellogg.northwestern.edu/programs/executive-mba/financing-your-mba/tuition.aspx) *for updated tuition information; tuition is set annually in late spring)*

Tuition covers the cost of accommodations, meals, e-books, as well as lodging and most meals for one global elective selection (two elective units). Students pay for travel to and from electives/campuses and deposits for emerging market course selections. For students taking more than one global elective, the tuition will cover e-books and most meals; students will pay for accommodations, travel and deposits where applicable.

There is an initial $5000 deposit required. Once tuition has been set for the year ahead:

* A custom invoice can be produced by Kellogg for the employer
* They can pay quarterly
* Per academic year
* Entire program

Here is a sample schedule of payment:

|  |  |  |  |
| --- | --- | --- | --- |
| **Term** | **Billing Date** | **Due Date** | **Installment Amount** |
| **YEAR ONE** | | | |
| Fall 2020 | 8/10/2020 | 9/1/2020 | $36,306 (incl. tuition deposit) |
| Winter 2021 | 12/10/2020 | 1/1/2021 | $36,306 |
| Spring 2021 | 3/10/2021 | 4/1/2021 | $36,306 |
|  | | | |
| **YEAR TWO** | | | |
| Fall 2021 | 8/10/2021 | 9/1/2021 | $36,306 |
| Winter 2022 | 12/10/2021 | 1/1/2022 | $36,306 |
| Spring 2022 | 3/10/2022 | 9/1/2022 | $36,306 |

1. COMPANY’s Investment

Time Commitment

Your support plays a critical role in my success as a student in Kellogg’s Executive MBA Program. As a result, all applicants to the program must obtain a sponsorship letter from their employer that approves of the program’s time commitment and confirms permission to attend class on designated dates.

Total time commitment for participating in the program is: [INSERT total number]

Financial Commitment *(if applicable)*

In addition to your support of my taking the time to pursue my EMBA at Kellogg, I’m asking for your financial support, totaling [INSERT total amount].

Below is suggested messaging to support your case for financial support:

* Specific rationale behind the total amount you’re requesting from your employer, including how the money will be used and why (ex. travel, global elective courses to develop specific skillset, etc.)
* Some employers receive a tax benefit for providing support to employees for education benefits. Inquire with your HR department to learn more.

1. Summary

Thank you for your continued support of my professional development and for considering sponsoring my attendance in Kellogg’s Executive MBA Program. Your sponsorship will not only support my ability to advance my professional development goals, but it will allow me to continue to advance [COMPANY’s] goals and mission. I want to make clear that due to [COMPANY]’s sponsorship, performance at [COMPANY], at the minimum, will meet expectations and not be diminished due to my participation in Kellogg’s EMBA Program.

Please let me know if you have any questions. You may also contact emba-admissions@kellogg.northwestern.edu

If you have any questions about the program and its benefits.

Lastly, in addition to your support of my attendance and time commitment, I welcome any alternative options you might have to the sponsorship format I’ve outlined above.

I respectfully request that you share your sponsorship decision with me by [INSERT date].

If [COMPANY] agrees to sponsor me and supports my decision to attend Kellogg’s Executive MBA Program, I will [INSERT any next steps you’ll be taking related to admission to Kellogg’s EMBA Program, including application submission deadline.]

I’ve included the following supplementary materials for your review to help inform your decision.

1. Appendix

This appendix includes the following supporting materials:

* Student testimonials
* Media coverage for Kellogg’s EMBA Program
* Full course offerings
* Current companies that provide sponsorship

*Feel free to also include an acceptance letter (if applicable) or any other supporting documents you believe will support your case.*

Student Testimonials

“As I look back at the last 25 weeks since the pandemic and the economic fallout in the U.S., I can’t help but feel good about how I’ve responded to it. At a professional level, I was able to mobilize my team and collaborate in record speed with the other functions and external partners to bring new solutions that would help us thrive during the crisis. I led from my values and with empathy—I was more thoughtful and intentional with my actions and decisions. We took care of our business, our people, guests and our communities. At a personal level, I’ve tried to be a source of support, positivity and joy to my family and friends as I’ve juggled work and school. When I look back at what’s transpired and how, I can’t help but think that Kellogg has had 100% to do with how I’ve responded.”   
— Federico Valiente Bolaines (EMBA 2021)

“I knew I needed to take the next step in my career. Specifically, I needed to be around people from different areas of the world who are also experts in a range of industries. That way, I could increase my understanding of global approaches and learn from different perspectives. In my Kellogg Miami Campus EMBA cohort, this is exactly the diverse thinking I get to learn from in each class. We have doctors, lawyers, engineers, and CMOs. This exposure has been such a great overlay to my own expertise in finance. It has afforded me a 30,000 foot look at how the market is changing and what I want to do next.”   
— Lauren Puglisi (EMBA 2021)

“Through business school, I was able to apply experience gained in crisis management, the leadership of a large complex and bureaucratic organization, and the supply chain management of PPE. I analyzed data about our population and model how the virus might impact our facilities very differently than an acute care hospital and communicated that effectively to explain the data to the governor’s office, courts, and community partners. All of that experience gained from Kellogg, the incredible support of a large and invested team, and a healthy dose of luck meant none of our 600+ long term care patients have tested positive during the months leading up to and including the first peak of the virus outbreak.”   
— Tyler Jones (EMBA 2020)

“I was looking to learn more about a subject. I reached out to my career counselor and coach to better understand a new industry and brand I was going to manage. She immediately put me in contact with two professors who have areas of expertise in this field, which in my case was luxury marketing. And within a day of reaching out to the professors, each of them responded and I’ve now had multiple conversations, as well as given me materials and articles to read. Now I have the opportunity to speak at one of the Full-Time and Evening & Weekend courses on luxury marketing.”   
— Kaitlin Roe (EMBA 2021)

“Kellogg saved our family’s business. After 42 years, Covid-19 could have crippled our business and Kellogg gave it legs to pivot to rethink our service, our strengths and how best to serve our community. To develop our brand, as we hadn’t done any brand identity work. And I’m so incredibly thankful I had come to Kellogg because I don’t know what we would have done during that time. During that time, I also reached out to my Cohort 110 network for support to brainstorm strategies of how to get through it, including several of my peers who were working at Facebook, who were looking at marketing strategies and how best to capture people’s attention. Again, I’m incredibly thankful for everything we did at Kellogg. I was able to use it and it has already paid for the cost, as we’ve done very well with the changes we’ve implemented in our company.”   
— OJ DeSouza (EMBA 2018)

“The connection to Kellogg faculty has actually been one of the most surprising and rewarding aspects of my Kellogg experience thus far, particularly in light of the fact that we are in a virtual learning environment due to COVID. I reached out to my career coach to better understand a new industry and brand that I was beginning to manage, and she immediately put me into contact with two professors who have areas of expertise in luxury marketing, and within a DAY of reaching out to them, they responded and I’ve since had multiple conversations with them, they’ve shared materials to read, articles to digest and absorb, all within very short order, and now I’ll be speaking in an upcoming class to full-time and part-time students about luxury marketing as a result. I was really impressed - and frankly a little bit humbled - that these professors were willing to take the time to speak with me about my experiences and areas of opportunity for me to learn and grow into, and they were willing to make the time, I was blown away.”   
— Kaitlin Roe (EMBA 2021)

“One of the great things about Kellogg is it showed me how to recognize my strengths and to embrace them. At Kellogg, I learned my strength is empathy. The people in the network and my cohort taught me, and almost pushed me, to understand that it’s a strength and something that they really valued in our group work, but they also stressed that it was something I should take with me, use it, and embrace it. Now within my organization, it’s pretty amazing to be able to walk into a room and not hide from who I am but be able to show up with confidence.”  
— Sandy Rodriguez (EMBA 2017)

Media Coverage for Kellogg’s Executive MBA Program

“Crisis Management Courses Prepare EMBA Students for the Worst” (*Financial Times,* October 20, 2020)

“Timothy Feddersen, professor of managerial politics at Kellogg School of Management, also stresses the importance of a multidisciplinary approach to crisis management. In his course, which Rölz took, Prof Feddersen emphasises the significance of understanding government institutions and public-private sector partnerships to respond to crises. This need has been underscored, he says, by Covid-19, which forced companies to work with governments and regulators to reopen safely after lockdown.

‘Crises often transform the business and regulatory landscape, changing our understanding of state intervention,’ says Prof Feddersen. He adds that few schools offered such content until the pandemic struck. But many have since scrambled to fill gaps in curricula disrupted by coronavirus.”

“Top Business Schools” (Poets & Quants)

“The EMBA program at Kellogg dates all the way back to 1976 when it was instituted by former long-time dean, Don Jacobs. Today the EMBA program has two locations in the U.S. — Evanston, Illinois and Miami, Florida — plus five global partnerships that also administer the program from business schools in Beijing, Hong Kong, Tel Aviv, Toronto, and Vallendar, Germany.

These five global locations serve as breeding grounds for the global network that Hanifee and Rodriguez say is a key student outcome of completing the EMBA program at Kellogg.”

“Gateway to Success” (South China Morning Post)

“As the international business landscape continues to evolve, it is essential that successful business leaders build up their knowledge and gain insights from industry leaders. The [**Kellogg-HKUST Executive MBA programme**](http://kh-emba.ust.hk/l/498771/2021-01-08/59wlhw), a partnership between the Kellogg School of Management at Northwestern University in the US and the Hong Kong University of Science and Technology, brings together senior executives from around the world to do just that. Established in 1998, it has been ranked as the best EMBA programme 10 times by the *Financial Times*. This world-class programme has nurtured generations of executives by offering them opportunities to expand their networks as well as avenues to learn about the bustling economies of China and Southeast Asia.

Francesca Cornelli, dean of Northwestern University's Kellogg School of Management, says a major advantage of the programme is its ability to expose students to various markets while providing them with international viewpoints and local expertise.

‘Kellogg-HKUST students are renowned for having agility and insight to create opportunity out of disruption,” she says. “We develop creative leaders with great empathy who can engage and inspire diverse, multicultural teams and organisations. We prepare our leaders for who they want to be, not just what they want to do.’”

Kellogg EMBA Program Full Course Offerings

Please refer to the links below to obtain the list of the most current offerings.

Core Course Offerings: <https://www.kellogg.northwestern.edu/programs/executive-mba/curriculum-and-faculty/core-courses.aspx>

Advanced Course Offerings: <https://www.kellogg.northwestern.edu/programs/executive-mba/curriculum-and-faculty/advanced-courses.aspx>

Elective Offerings: <https://www.kellogg.northwestern.edu/programs/executive-mba/curriculum-and-faculty/elective-courses.aspx>

Global Elective Offerings: <https://www.kellogg.northwestern.edu/programs/executive-mba/curriculum-and-faculty/global-electives.aspx>

Current Companies that Provide Sponsorship (sample list)

* Abbott Laboratories
* Boeing
* Carnival Cruise Line
* CDW
* Coyote Logistics
* CVS Health
* Discover Financial Services
* Eastman Chemical Company
* Edward Jones
* Equifax
* GE Healthcare
* General Mills
* JP Morgan Chase
* Johnson & Johnson
* Motorola Solutions
* Pricewaterhouse Coopers
* Whirlpool Corporation
* WW Grainger