THE TEPPER SCHOOL OF BUSINESS
CORPORATE ASSOCIATES PROGRAM
Creating Partnerships that Advance Knowledge and Performance
As a business school renowned for knowledge discovery via collaboration, the Tepper School at Carnegie Mellon University offers partnership and visibility to corporate partners through our Corporate Associates Program.

Your company or organization will share in an alliance that is targeted to your objectives. We create partnerships that span a range of academic-business learning models – all built upon a foundation of access to our exceptional faculty and students as well as measurable programs aimed at advancing your organizational goals.
Our partnership principles focus on these operating mandates that form the basis of the partnership strategy and planning as well as the partnership implementation:

• **VISIBILITY & RECOGNITION**

• **CORPORATE PARTNERSHIPS**

Your investment in the Tepper School of Business provides a unique relationship with the Tepper School community, one that features intrinsic credibility and integrity among our faculty, students and alumni. Our academic credo is to stay ahead of business practice, not simply to keep pace with it. It’s this commitment that is the basis of the innovation, access and results shared with our corporate partners.

CORPORATE ASSOCIATE RECOGNITION LEVELS:

- Dean’s Circle: $100,000+
- Director Associate: $50,000 – $99,999
- Principal Associate: $25,000 – $49,999
- Executive Associate: $15,000 – $24,999
- Senior Associate: $10,000 – $14,999
- Associate: $5,000 – $9,999
VISIBILITY AND RECOGNITION
A Corporate Associate alliance with the Tepper School of Business ensures your organization remains among the most visible within the Tepper School community. Within our community are students, alumni, faculty and industry leaders who represent organizations from around the globe. At each partnership level, we honor and promote Tepper School corporate partners via strategic brand-building, a process that creates specific networking, classroom and consultative experiences with our students, faculty and research programs.

Among the ways our association will enhance your corporate efforts: targeted student club sponsorships, student networking events, early access to incoming MBA and Masters of Computational Finance (MSCF) students through admissions, BaseCamp orientation sponsorships, faculty collaboration and research support, student award programs and fellowships, and broad-based corporate branding opportunities.

ALL CORPORATE ASSOCIATES ($5,000+) BENEFIT FROM:

- Preferred on-campus recruiting priority
- Company name/branding within recruiting and admission collateral
- Monthly visibility and recognition on display signage located throughout the school's facilities
- Company name and URL on Tepper School's website
- Visibility within the Corporate Insider e-newsletter
- Customized, strategic outreach and programming
CORPORATE PARTNERSHIPS
As a Corporate Associate, we will work with you each year to create an individualized plan that delivers on your organizational goals. As a valued partner, you will have the ability to create meaningful, personalized and targeted opportunities. Sponsorship options are numerous and varied, from supporting a new student admissions event to presenting before one of our many industry-focused clubs. As a Tepper School partner, you are assured of a long-term and productive relationship. Our aim is to exceed expectations, and we believe that our personalized approach to partnership is key to your success.
ADMISSIONS CORPORATE SPONSORSHIPS
Diversity Weekend and Welcome Weekend provide first-access to prospective and admitted Tepper School of Business MBA students. Sponsors participate on the Employer Alumni Panel.

BASECAMP ORIENTATION CORPORATE SPONSORSHIPS
First-year MBA student orientation provides early access and includes industry verticals, team building and community service sponsorship opportunities. This month-long program helps MBA students explore career fields and academic direction with impact from corporate and alumni sponsors as they begin their MBA journeys.
CLUB EVENT CORPORATE SPONSORSHIPS
Student professional clubs invite companies to present industry and company-specific workshops to members. These forums provide opportunities to deliver content and branding to targeted industry groups in addition to the access available through recruiting opportunities.

STUDENT AWARD SPONSORSHIPS
Awards presented to faculty-elected outstanding students in Finance, Marketing, Operations and Entrepreneurship. Companies who sponsor these awards recognize future leaders in these fields.

FELLOWSHIPS
Financial support makes it possible to attract today’s best and brightest applicants to the Tepper School of Business. Tepper School Admissions promotes corporate fellowships during the MBA application process to leverage your company and its values.
ADMISSIONS CORPORATE SPONSORSHIPS

We understand that first impressions are lasting. Corporate admissions sponsorship provides your organization with early-entry access to prospective and admitted Tepper School MBA students. With a sponsorship of $10,000, your company will be among the first companies our students meet. Branding and visibility is provided via our printed collateral and publicity. Admission event sponsorship also allows you to participate on Corporate Panels, through which your company can promote career opportunities.

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DIVERSITY WEEKEND (ANNUAL – FALL)
Women and under-represented (African American, Hispanic American, Native American, and LGBT) prospective MBA students are invited to spend a weekend at the Tepper School of Business. Approximately 80 – 100 students participate in a variety of activities, including business case analysis and alumni panel discussions, as they receive a substantive overview of the Tepper School MBA program. Your corporate sponsorship of Diversity Weekend will provide you with the opportunity to impact not only prospective Tepper School students, but other top business school candidates, as well.

WELCOME WEEKEND (ANNUAL – SPRING)
Held each April, the Tepper School’s annual Welcome Weekend provides the earliest access to admitted prospective MBA students. Through branding opportunities and participation in panel discussion, corporate sponsorship of this event provides heightened visibility for your organization to first-year MBA students where you can enjoy valuable networking in a less formal setting.
BASECAMP CORPORATE SPONSORSHIPS

As the first-year MBA students’ orientation to the Tepper School, BaseCamp corporate sponsorship provides early access to our incoming students. This four-week orientation is a high-energy, focused forum which gives new students an integrated view of business through faculty-led sessions on career verticals, including Operations, Marketing, Finance, Entrepreneurship, and Consulting. Case practice and preparation for both internship selection and interviewing are integral to the program.

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WELCOME RECEPTION ($15,000)
The official Dean’s welcome to BaseCamp for all first-year MBA students, both Full-Time and FlexTime.

TEAM BUILDING DAY ($10,000)
Students travel to Camp Guyasuta for an intense, memorable day of team-building exercises in an outdoor, wilderness setting. Your sponsorship provides the 200 students with food and t-shirts with your company’s name and logo.

COMMUNITY SERVICE DAY ($10,000)
Students work in the community alongside corporate sponsor volunteers to impact projects in the local Pittsburgh-area community. Students wear t-shirts with your corporate logo.

DIVERSITY THEATER ($10,000)
Interactive and informative session that generates discussion regarding issues of diversity and ethics in the workplace.

ACCELERATE LEADERSHIP DAY ($10,000)
Students are given individual leadership and communication strength assessments which will identify areas to develop during their MBA program using individual coaching and programming offered through our Accelerate Leadership Center.

BRANDED STUDENT LUNCHES ($3,000)
Sponsorships for themed lunches available (Ethics, Leadership, Welcome, Strategy, Diversity) to enhance your organization’s brand.
Professional and student clubs, representing a variety of industries and functions are at the heart of student networking and job search activities within the Tepper School’s MBA and MSCF programs. Your sponsorship of targeted club events will allow you to direct and enhance your organization’s recruiting efforts.

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• **Boot Camps** are hosted for first-year students by the Marketing, Finance, Operations, Consulting, and Entrepreneurship clubs. Industry overviews and opportunities are presented by corporate sponsors.

• **Club-specific workshops** are offered by companies on industry topics not explored through classroom study. Sponsor representatives work with club leaders to determine topics of value and interest to student groups followed by networking receptions, where representatives meet individual students prior to recruiting interviews.

• **Various clubs publish industry-specific** materials featuring a sponsor’s name and logo (e.g. the Graduate Finance Association publishes the “Red Book,” a comprehensive guide to careers in Finance).

• **Case Competitions** School-wide and interscholastic, where student teams compete against each other in resolving company-specific business problems. Serving as judges, sponsors witness top B-school students in action and obtain solutions to a pressing challenge.

• **Friday night “B**rs**”** is a longstanding Tepper School tradition, a weekly, casual gathering where students, along with faculty and corporate sponsors, network outside the classroom environment.

• **Treks** are organized by student clubs to visit targeted companies in cities across the globe.
STUDENT AWARDS

As a Tepper School Corporate Associate you have the opportunity of sponsoring an award for an outstanding Tepper School student. Through your sponsorship, you can increase corporate recognition and associate your organization’s brand with exceptional academic work in a targeted field of study.

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• Excellence in Finance, underwritten by Credit Suisse and awarded to the top Full-Time Finance student at the end of the first year.

• Award for Excellence in Marketing, underwritten by H.J. Heinz and awarded to the top Full-Time Marketing student at the end of the first year.

• Francis G. Walker Award for Academic Excellence in Strategic Planning, endowed by Bostic Paper, a division of Georgia Pacific and Friends of the late Mr. Francis G. Walker, MSIA ‘54.
SCHOLARSHIPS AND FELLOWSHIPS

By supporting a scholarship or fellowship, your organization, as a Tepper School of Business Corporate Associate, can truly invest in the future. Your sponsorship of a tuition award will have significant impact, and may be tailored to reflect the standards most valued to your company. In addition, the Tepper School provides opportunities for meaningful interaction between sponsors and award recipients.

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ACADEMIC COLLABORATIONS

The Tepper School’s research addresses problems that matter to the world. The Tepper School faculty are globally recognized as the leading experts in their fields, whose research expands the boundaries of knowledge and has real-world application that advances organizations and society. Because of this deep expertise and knowledge, we are able to attract strong academic minds from across the globe to our programs. Industry partnerships, data, problems, and projects are key to equipping our students with experiential learning opportunities as well as advancing the research of our distinguished faculty.

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Academic partnerships enable companies to share their real-world problems and issues with strong analytical minds to come up with unique and effective recommendations within these frameworks:

- Case studies in the classroom/course offerings
- Capstone Course Projects
- PhD Partnership Projects
- Faculty Research Projects
# MENU OF CORPORATE SPONSORSHIP OPPORTUNITIES

## ALL-SCHOOL BRANDING SPONSORSHIPS
- Admission Events and Panels: $10,000
- Welcome Weekend – accepted MBA students: $10,000
- Diversity Weekend – prospective MBA students: $10,000

## BASE CAMP ORIENTATION EVENTS
- Welcome Reception: $15,000
- Team Building Day: $10,000
- Accelerate Leadership Day: $10,000
- Diversity Day: $10,000
- Community Service Day: $10,000
- Branded Student Lunches: $3,000
- B**rs – a Friday Night Tepper School Tradition: $1,500

## TARGETED STUDENT GROUP SPONSORSHIPS

### MBA Student Professional Club Events
- Case Competitions/Conferences: $5,000 – $15,000
- Boot Camps: $1,000 – $3,000
- Club Workshop and Networking Dinner: $2,500
- Breakfast or Lunch Club Event: $1,000
- Club Publications (GFA Red Book, Marketing Map): $1,000
- Student Award Sponsorships: $5,000
- Fellowships: $5,000 – $50,000

## ACADEMIC COLLABORATIONS
- Case Studies/Classroom Projects: Price Based on Project Scope
- Capstone Course Projects: $40,000 – $100,000
- Faculty Research Projects: Price Based on Project Scope
- Academic Center Partnerships: $25,000 – $100,000
TEPPER SCHOOL CORPORATE ASSOCIATES 2013–2014

DEAN’S CIRCLE $100,000+
Appaloosa Management LP
BNY Mellon
Robert Bosch LLC
ExxonMobil Corporation
Richard King Mellon Foundation
PNC Financial Services Group Inc.
PNC Foundation
Sarah Scaife Foundation
Alfred P. Sloan Foundation

DIRECTOR $50,000 – $99,999
American Electric Power
The Babcock & Wilcox Company
Bonneville Power Administration
FirstEnergy Corporation
William G. McGowan Charitable Fund Inc.
Southern Company

EXECUTIVE $15,000 – $24,999
A.T. Kearney Inc.
Emerson
Ewing Marion Kauffman Foundation
Latham & Watkins LLP
National Rural Electric Cooperative Association
Procter & Gamble

SENIOR $10,000 – $14,999
Air Products Foundation
Amazon
Bank of America Charitable Gift Fund
Capital One Financial Corporation
Comcast Corporation
Extended Day Services
FOUNDER.org
Innovation Works
Oracle
PwC
G.C. Timmis & Company
Union Pacific Foundation

PRINCIPAL $25,000 – $49,999
ABB Corporate Research
Adams Capital Management Inc.
Alcoa Inc.
Ameren Corporation
Duke Energy Corporation
Eaton

ASSOCIATE $5,000 – $9,999
Cisco Systems Inc.
Deloitte
Deutsche Bank
Dow Chemical Company
EQT Corporation
Stevens Capital Management LP
Waterfront International Ltd

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