

BENEFITS OF SPONSORSHIP

In today's fast-paced environment, it is critical for organizations to invest in their employees to stay competitive. Through the NYU Stern Executive MBA program, companies can enable high-potential professionals to hone their business skills and have a deeper and more immediate impact on their organizations' success.

The program spans 22 months with classes held Friday and Saturday, every other week. The rigorous coursework focuses on a general management core curriculum, including one required and one optional Global Study Tour (GST) in dynamic markets, as well as a broad choice of electives enabling students to specialize in up to three specific business areas.

Corporate sponsors for NYU Stern's Executive MBA program receive a number of benefits:

- Participants bring back **new and innovative perspectives** from the strong curriculum, global focus, and highly experienced classmates
- Participants develop **strategic, leadership, and general management skills** with **powerful expertise** in targeted specialization areas
- Organizations see **immediate results and impact**, since participants are working while pursuing their degree
- Offering sponsorship opportunities gives organizations an **advantage** over other organizations **in competing for the same talent**
- Sponsorship can be used to **reward exceptional performance** and **increase employee loyalty and retention**

TYPES OF CORPORATE SPONSORSHIP

There are two different types of sponsorships:

1. **Time sponsorship** is support of the time that employees need to be out of the office for the program. Required time out of the office includes:
 - All class days
Typically every other Friday and Saturday for 22 months
 - Up to 3 one-week residency periods
One required local residency and GST, and one optional GST
2. **Financial sponsorship** is the portion, if any, of the program's cost that will be covered by the organization (**not required**)