

MARKETING



EDUCATE | DEVELOP | GROW | EMPLOY

INTRODUCES ITS CORPORATE LEADERSHIP PROGRAM

A **NEW** APPROACH TO ENSURING FUTURE TALENT NEEDS

“There has been a seismic shift in the war for talent. Those that don’t understand that shift and change their approach to talent management are going to fall into a newly opened crevasse from which they may never escape.”

January 7, 2015 | Contributing Editor, George Bradt

THE MISSION OF MARKETING EDGE IS TO
EDUCATE, DEVELOP, GROW, AND EMPLOY
COLLEGE STUDENTS IN THE FIELD OF MARKETING ...

thereby expanding and enriching the pool of
trained, market-ready talent.

EDUCATE

MARKETING EDUCATION IS THE KEY TO THE FUTURE OF OUR PROFESSION.

Through evolving programs designed to meet the changing needs of this profession, Marketing EDGE impacts the lives of thousands of students by influencing the career trajectory of the next generation of marketing leaders.

DEVELOP

FOCUSED ON PREPARATION, WE WORK CLOSELY WITH STUDENTS, ACADEMICS AND CORPORATIONS TO BRING INNOVATIVE THINKING AND RESOURCES TO DELIVER ON OUR MISSION.

As a 501(c)(3) nonprofit organization, Marketing EDGE designs and implements some of the most successful integrated marketing programs bridging the gap between academic theory and business practice for college students as they enter the marketplace.

GROW

WE PRESENT GAME-CHANGING OPPORTUNITIES TO ENRICH THE POOL OF TRAINED MARKETING TALENT.

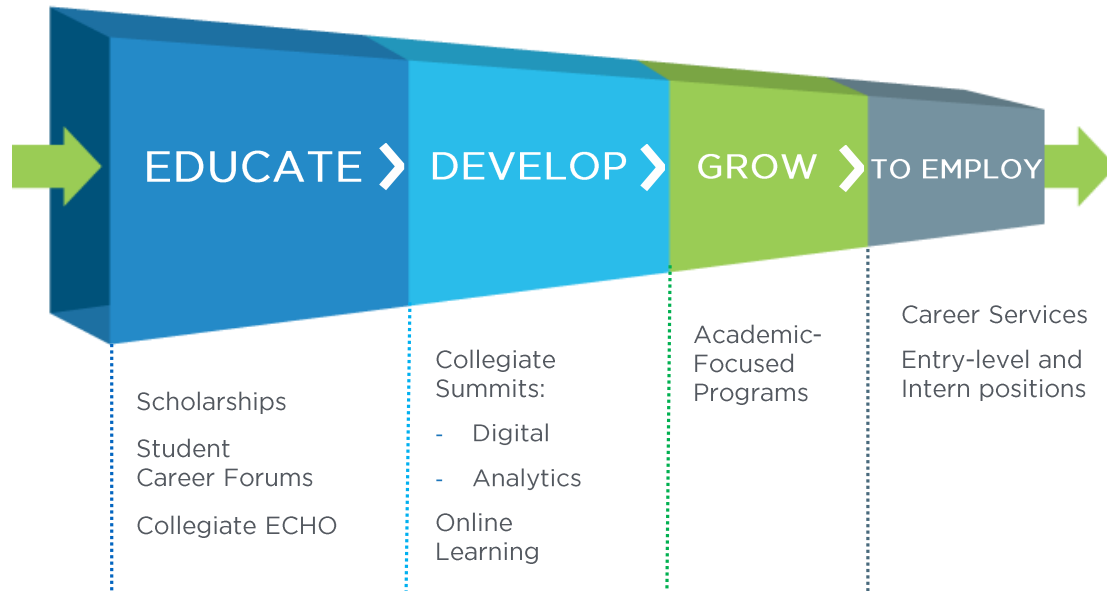
Today's complex data-driven, digital world demands young professionals with the kind of extensive industry training Marketing EDGE delivers.

EMPLOY

OUR FOCUS ... TO ENSURE GENERATIONS OF BUSINESS LEADERS TO SUSTAIN THE FUTURE OF THIS FIELD.

Through renewed partnerships with today's corporate leaders, we must broaden access and opportunity at a level unheard of in the history of this organization and this field in order to dynamically shift the talent projections through this decade ... and beyond.

EDGE PROGRAMS



To employ market-ready talent in intern and entry-level positions ...

Tomorrow's Leaders!

EDGE Results:

2014-2015 School Year

6,294 = Students Engaged

**513 = Colleges / Universities
Participated**

OPPORTUNITY.

CORPORATE LEADERSHIP PROGRAM SPONSORS

(as of 11.26.16)

GOLD



SILVER



BRONZE



Roundtable



BECOME A **FOUNDING SPONSOR** IN 2015

EDGE CORPORATE LEADERSHIP PROGRAM

Achieving a vision for Marketing EDGE means daring to dream. It requires all to move beyond a narrow focus to consider what is possible.

BRONZE	\$ 15,000
SILVER	\$ 25,000
GOLD	\$ 50,000
PLATINUM	\$ 75,000

BENEFITS

		Bronze \$15,000	Silver \$25,000	Gold \$50,000	Platinum \$75,000
Give Back	<i>One-time opportunity</i> to be a Founding Member of the Corporate Leadership Program	✓	✓	✓	✓
	Invest to ensure future generations of talent in the field	✓	✓	✓	✓
Be Recognized	Listing on Corporate Leadership Program page at marketingEDGE.org	✓	✓	✓	✓
	Corporate display at Marketing EDGE Awards Dinners and Conference Exhibits	✓	✓	✓	✓
	EDGE Lapel Pin for Leader's Circle executives	✓	✓	✓	✓
	Digital recognition icon for your website	✓	✓	✓	✓
	Recognition in Marketing EDGE Annual Report	✓	✓	✓	✓
Access Talent	Invitation to be a guest at Collegiate Summits Digital / Analytics and Student Career Forums	1 day/1 pro	2 days/ 1 pro	1 day/ 2 pro	Full Access
	Entry-level and Intern Planning Meeting with Your Team and Marketing EDGE's VP Program Development and Program Manager / Career Services	✓	✓	✓	✓
	Premium access to top students for intern and entry-level positions	1	3	4	5
Visibility	Build brand awareness at colleges and universities nationwide		✓	✓	✓
	Major promotion through social media: LinkedIn, Twitter, Instagram and Facebook		✓	✓	✓
	Guest at Student Career Forums with special consideration to serve as a speaker		✓	✓	✓
	Corporate Profile featuring 1-2 corporate executives, to be featured in monthly newsletter (E-Update) and online			✓	✓
	Speaking Opportunity among top academics at Research Summit in October			✓	✓
	Speaking Opportunities at Collegiate Summits Digital / Analytics			✓	✓
Interact	Corporate representative invited to luncheon with top students				✓
	Speaking Opportunity among the next generation of academics at the Professor's Institute in January				✓
	Invitation-only Thought-Leadership Event with industry leaders, Board of Trustees and Senior Management Team				✓
	Subscription and one (1) full-page / banner ad in world-renowned Journal of Interactive Marketing® / landing page				✓
	Sponsorship opportunity during Collegiate Summits Digital / Analytics (lunch, cocktail reception, etc.)				✓
Events + Programs	Leader's Circle: Engagement of Key Executives	1	3	5	10
	June Awards Dinner	1/2 table	Silver	Gold	Platinum
	October VIP Event	✓	✓	✓	✓
	Regional VIP Events	✓	✓	✓	✓
	Student-Focused Initiatives linked to Regional VIP Events	✓	✓	✓	✓

TAKE THE **LEAD**

**IMPACT THE LIVES OF
THOUSANDS OF STUDENTS**

AND ENSURE THE FUTURE OF THIS FIELD

CONTACT

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