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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 consideration, as well as the opportunity to attend a top, global business school, I respectfully ask for your sponsorship of my attendance of Kellogg’s Executive MBA Program. Additionally, I respectfully request your financial support for 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 and 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 to 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 to achieve a 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. It was ranked #1 in Fortune’s most recent [Best Executive MBA Programs](https://fortune.com/education/business/best-executive-mba-programs/) and #2 in U.S. News & World Report’s [2025 Best Executive MBA Programs](https://www.usnews.com/best-graduate-schools/top-business-schools/executive-rankings). A recent survey of Kellogg EMBA graduates showed that 95% developed leadership skills while at Kellogg and 86% attribute having a Kellogg MBA to their professional growth.

Kellogg’s robust curriculum builds upon students’ expertise (EMBA students have 9-23 years of work experience and 70% 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 Chicago 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 Chicago Campus do so every other week, taking classes Friday morning through Saturday, along with most Sundays.

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 around the world. As a Kellogg student, I will have unparalleled opportunities to study, travel and develop the insights and cutting-edge perspectives needed to lead on a global scale.
* **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 framework below to discuss the skills you will develop, how you will develop as a leader and continue to add value to your company.*

By choosing to pursue an Executive MBA at Kellogg, I am choosing to buffer myself with access to **unlimited career coaching, lifelong connections and an enhanced skill set** **to be a more agile leader**. Participating in the program will provide me with the tools and perspectives needed to navigate complex business challenges and drive innovation, making me prepared for and successful in whatever lies ahead.

In my time getting to know Kellogg, I have come to understand that being innovative and collaborative while working through challenges is in Kellogg’s DNA. Its EMBA Program was ranked #1 in Fortune’s most recent [Best Executive MBA Programs](https://fortune.com/education/business/best-executive-mba-programs/) and #2 in U.S. News & World Report’s [2025 Best Executive MBA Programs](https://www.usnews.com/best-graduate-schools/top-business-schools/executive-rankings) and nurtures an environment marked by a commitment to growth, diversity, teamwork and game-changing leadership where students learn from engaging business leaders at the top of their field.

Industry change and marketplace disruption continually challenge our approaches to business. The Kellogg EMBA Program is uniquely tailored for executives such as myself who are navigating these dynamics. By fostering connections with high-caliber peers, Kellogg cultivates a **robust global network that not only supports my professional development goals but also aligns seamlessly with my objectives within** **[COMPANY]**.

This network comprises top-tier business leaders from diverse cultures, backgrounds and industries. Their invaluable insights and experiences shared in the classroom will inform my strategic acumen when it comes to evolving business decisions and drive impactful outcomes in my career growth. Rich in both experience and expertise, learning alongside them would allow me the opportunity to build on my accomplishments, hone my unique strengths and maximize my leadership potential to directly benefit our organization.

Lastly, I am choosing to apply now to receive Kellogg’s top-ranked management education to immerse myself in its **rigorous curriculum, influence others and effect change.** [INSERT how specific courses offered within Kellogg’s curriculum will empower you to thrive 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 Chicago 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 enable students to broaden the scope of their leadership perspective, hone their expertise in specific industries and develop a rich understanding of different markets — an invaluable skillset in a complex, globalized 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 perspectives and fields of study. Their unique accomplishments and points of view contribute to a vibrant 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 nearly 70,000 alumni span the globe and are not only known for being at the helm of well-established brands and growing startups, but also 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 Chicago Campus].

*The following is an example* *for the Chicago 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 (along with most 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: 4 (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 June 2024, the total two-year cost is $236,958.
*(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, e-books 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 accommodation, 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:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Billing Date** | **Due Date** | **Installment Amount** |
| YEAR ONE |
| **Fall 2024** | 10-Aug-2024 | 1-Sep-2024 | $39,493 |
| **Winter 2025** | 10-Dec-2024 | 1-Jan-2025 | $39,493 |
| **Spring 2025** | 10-Mar-2025 | 1-Apr-2025 | $39,493 |
| YEAR TWO |
| **Fall 2025** | 10-Aug-2025 | 1-Sep-2025 | $39,493 |
| **Winter 2026** | 10-Dec-2025 | 1-Jan-2026 | $39,493 |
| **Spring 2026** | 10-Mar-2026 | 1-Apr-2026 | $39,493 |

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 have 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 have 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

“The journey through the school's EMBA program has been one of the most demanding yet rewarding endeavors of my life. One of the most invaluable aspects of my Kellogg Executive MBA journey has been the opportunity to forge lifelong friendships and establish a strong network of professional connections.”
— **Nitin Chawla** (EMBA 2024)

“Although I had been contemplating an advanced degree for several years, as I made my transition out of the government, an MBA, and the journey it takes to earn one, became a clear tool that I needed in my toolbox going forward. As a mid-career professional looking to continually progress into leadership roles of increasing impact, I don’t want to be caught flat-footed or unprepared when the next opportunity arises. I am confident this experience will mitigate that possibility.”
—**Emily Hawrysz** (EMBA 2024)

“As I now pursue an Executive MBA at Kellogg on the Miami campus, I recognize I have been fortunate to foster connections with folks from a variety of backgrounds. Being an effective leader entails understanding that individuals come from all walks of life—requiring flexibility in management, communication approach, and expectations. My career and EMBA journey have provided me with opportunities to not only learn more about myself as a leader, but also to uplift the voices of others.”
—**Anh Tran** (EMBA 2023)

“Another area where Kellogg stood out was its unique global network of top-ranking partner business schools across the globe. The second-year experience in the Kellogg EMBA Program is largely based on elective classes offered on five different continents. The prospect of learning in a classroom with a diverse and multicultural group of executives from five different Kellogg-affiliated business schools was incredibly exciting for me. The Global Week in Evanston, during which all international students came together, was a highlight of the program, providing me with lifelong connections I would not have had the opportunity to establish elsewhere.”
— **Volkan Emre** (EMBA 2023)

“Everyone talks about Kellogg being welcoming, but we are all still high achievers. I was happily surprised it has been such a supportive environment. If someone has an insight into something that will help us do well on a paper or test, people will share it. It’s not like if someone else gets an A, I can’t get an A. It’s a very collaborative culture where people care about others being successful in addition to themselves.”
— **Hope Kabel** (EMBA 2023)

“Everyone knows Kellogg is going to deliver tremendous academic value as a top-ranked global business school, but the program delivers exponentially more outside of the core educational aspect. I’ve witnessed firsthand numerous classmates who have switched careers, started their own businesses, and teamed up for exciting investment opportunities. I personally made a career change half-way through the program, and joined an exciting technology startup that was led by one of my close friends and classmates. Together, the firm has undergone transformational growth which includes an exciting new rebrand and company name, a brand new office in downtown St. Petersburg, and the tripling of our client logos, revenue, and employee size since graduation. It’s safe to say that none of this would have been possible without the Kellogg EMBA bringing us together and the core principles that we learned laying the foundation for our collective success.”
—**Devin Noonan** (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)

“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)

Media Coverage for Kellogg’s Executive MBA Program

**“What Happens When Kellogg’s EMBA Entrepreneurs & Investors Start Talking”** (*Poets&Quants*, September 4, 2023)

For Emre and Poulakidas, the most rewarding outcome of their initiative was the connections made between entrepreneurs and investors.

“We saw people pitching their ventures, ventures becoming real, and other Kellogg team members joining their boards,” Emre says. “The biggest reward through the whole process is getting feedback from people in the cohort who are C-level executives at Fortune 500 companies, or who are partner-level strategy consultants at McKinsey, BCG, and Bain. Getting their feedback is the most important reward for Kellogg entrepreneurs.”

“One of my goals in coming to Kellogg was to learn more about business operations and how to be a smarter investor and a better strategic partner. I never thought it would have materialized the way it did,” he says. “It far surpassed my expectations. I don’t feel like I’m an investor, I feel like I’m supporting my friends.”

“Pilot project: Airline Captain Turns Entrepreneur” (*Financial Times,* October 15, 2023)

When it comes to leading a high-impact team, she says, you do not actually do it yourself. “They’re leading it. You are there to help them.”

After the EMBA, Cormican found the alumni network would soon be a little closer to home: as soon as she finished, her husband, also an airline pilot, started the course. Indeed, her advice to anyone thinking about studying the EMBA is: “just do it.”

“There’s never going to be a perfect time, or a perfect reason or a perfect job”, she says. “The next two years, they will go by one way or another. If you start it, you will finish and you will come through the other end in a transformed, better version of yourself.”

“I think it’s important to show other realities. There are many different markets, many different strategies. When people open their minds to other ways of doing things, it tends to spark creativity. And I think that’s what we are trying to do at Kellogg: To create new ways of thinking.”

**“Brand Management + International Finance + A Portuguese Palace: Inside One of Kellogg’s Most Popular EMBA Electives”** (*Poets&Quants*, February 27, 2024)

At the end of the week, students presented their case findings and recommendations to Vista Alegre executives. And that’s where the most valuable feedback from the course is delivered: From the company executives themselves.

“Not every student has a chance to immediately apply what they are learning in the classroom to their day-to-day role. Having a live case study portion reinforces the concepts and provides an opportunity to practice identifying which pieces of the material best align to the business objectives you’re trying to meet and getting real-time feedback on your choices,” says Hawrysz.

“It’s one thing to learn about concepts in a classroom, but another to be able to know when and how to put those concepts to use successfully.”

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 & Co.
* Johnson & Johnson
* Motorola Solutions
* PricewaterhouseCoopers
* Whirlpool Corporation
* WW Grainger