



CUSTOMER ANALYTICS INITIATIVE

CORPORATE SPONSOR PROGRAM BENEFITS

The WCAI Corporate Sponsor Program offers organizations an opportunity to benefit from relationships with Wharton faculty, students, and leading-edge companies that are building their customer analytics enterprise. Corporate Sponsorship is an ideal option for those organizations seeking to be thought leaders in customer analytics and benefit from an academic-practitioner interface.

THOUGHT LEADERSHIP • VISIBILITY • TALENT RECRUITMENT AND DEVELOPMENT

WCAI Corporate Sponsor Program (\$25,000 annually)

WCAI *by the* NUMBERS

22

total

RESEARCH OPPORTUNITIES LAUNCHED

18

total

INDUSTRIES REPRESENTED

843

total

STUDENTS IN TECHNICAL TRAINING AND WORKSHOPS

3,001

total

STUDENTS & ALUMNI ENGAGED IN WCAI EVENTS

THOUGHT LEADERSHIP

WCAI lives at the intersection of research and application, facilitating cross-industry collaboration for our Corporate Partners and Sponsors. Our Corporate Sponsor Program includes:

Invitations to the WCAI Annual Corporate Partner Meeting

where WCAI partners and sponsors from around the world and across industries engage in candid discussion and review challenges, breakthroughs, and implementation issues.

Invitations to WCAI's annual conference, with an exclusive rate extended to sponsors.

Interaction with WCAI leadership to discuss your organization's analytics goals, challenges, and interests.

Write a white paper with WCAI and leverage insights from our work together to showcase breakthroughs.

RECOGNITION & VISIBILITY

WCAI Sponsorship creates opportunities for exceptional visibility and knowledge sharing by connecting you with the Wharton School and its partners.

Brand Recognition and visibility on the Wharton Customer Analytics Initiative website and on the Wharton Partnership site.

Membership to the Wharton Partnership, the School's program for fostering industry-academic collaboration. The partnership includes access to both Corporate and Foundation Relations staff plus Wharton's diverse, highly-developed network of 94K alumni in 153 countries. Becoming a WCAI Corporate Sponsor automatically enrolls you in this partnership program.

TALENT RECRUITMENT AND DEVELOPMENT

Corporate Sponsors have unique opportunities to recruit and interact with Wharton students in the area of customer analytics. Key touch points include:

Advanced access and priority scheduling for recruitment of Wharton MBA students for full-time and intern positions.

Opportunity to participate in an analytics-focused Employer Networking Event for undergraduate and MBA students.

Opportunities to donate data for student training and competitions, including technical workshops, data challenges, and hackathons.

Introductions to student clubs that invite corporate representatives to campus to speak and participate in their conference panels.

Invitations to attend WCAI-sponsored panels, networking, and "executive-in-residence" events for students and alumni.

RESEARCH, STUDENT PROGRAMS, AND SPONSORSHIP

Learn more about WCAI and our corporate partner programs at wcai.wharton.upenn.edu

CORPORATE PARTNERS (Partial listing)

BAZAARVOICE • HERTZ • PACIFIC GAS & ELECTRIC • USAA • L'OCCITANE
SYMANTEC • EXPEDIA • HERSHEY'S • URBAN OUTFITTERS
TERADATA • STUBHUB • NIELSEN • OMNICOM GROUP • SIRIUSXM
ELECTRONIC ARTS • HOME DEPOT • LINCOLN FINANCIAL GROUP



For more information, contact Rachel Dirksen at rdirksen@wharton.upenn.edu or 215-746-4160