

WHARTON CUSTOMER ANALYTICS INITIATIVE

CORPORATE SPONSOR PROGRAM BENEFITS

The WCAI Corporate Sponsor Program offers organizations a chance 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

23

total

RESEARCH
OPPORTUNITIES
LAUNCHED

19

total

INDUSTRIES
REPRESENTED

430

total

STUDENTS IN
TECHNICAL TRAINING
AND WORKSHOPS

1,224

total

STUDENTS &
ALUMNI ENGAGED
IN WCAI EVENTS

THOUGHT LEADERSHIP

For more than 7 years WCAI has been at the cross-section of cutting-edge research and application, facilitating cross-industry collaboration for our Corporate Partners and Sponsors. Our Corporate Sponsor Program includes:

Access to the WCAI Annual Corporate Partner Meeting and periodic roundtables where WCAI partners and sponsors from around the world and across industries engage in candid discussion and review key challenges, breakthroughs, and implementation issues in customer analytics

Invitations to WCAI's annual conference, with a special rate extended to sponsors

RECOGNITION & VISIBILITY

WCAI Sponsorship also enrolls organizations in The Wharton Partnership, creating opportunities for exceptional visibility and knowledge sharing.

Brand recognition and publicity about the sponsor program supported by the WCAI website, print materials, and various additional media

Recognition and enrollment in the Wharton Partnership, the School's program for fostering industry-academic collaboration, which includes access to both Corporate and Foundation Relations staff and Wharton's diverse, highly-developed network of alumni in 139 countries

TALENT RECRUITMENT AND DEVELOPMENT

Corporate Sponsors have the unique opportunity to work with Wharton students and help shape the dialogue around talent development in 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

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

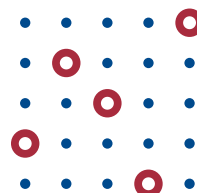
Opportunities to donate data for student training and competitions, including technical workshops, data challenges, and hackathons

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
SYMANTEC • EXPEDIA • HERSHEY'S • URBAN OUTFITTERS
TERADATA • STUBHUB • NIELSEN • OMNICOM GROUP • SIRIUSXM
ELECTRONIC ARTS • HOME DEPOT • DELOITTE • L'OCCITANE



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For more information, please contact Megan Gray, WCAI Associate Director, at graymeg@wharton.upenn.edu