



Sponsorship Opportunities

The Wharton Global Alumni Forum
June 23-24, 2011
San Francisco



The Wharton School

The Wharton School of the University of Pennsylvania –founded in 1881 as the first collegiate business school– is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The School has more than 4,900 undergraduate, MBA, executive MBA and doctoral students; more than 9,000 annual participants in executive education programs; and an alumni network of more than 86,000 graduates.

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Introduction

The Wharton Global Alumni Forum will be held in San Francisco on June 23-24, 2011. The Forum will coincide with the 10th anniversary of the establishment of Wharton | San Francisco, the School's West Coast campus and home to a thriving MBA Program for Executives. We invite your participation as one of the Corporate Sponsors of this Forum.

Drawing from the largest alumni network of any leading business school, the Global Alumni Forums feature dynamic interaction among Wharton alumni, faculty and leaders of industry and government. Hundreds of alumni from around the globe are expected to attend. The Wharton School will send a delegation from Philadelphia headed by the dean, which will include a number of Wharton professors.

The Forum will be hosted at the Westin St. Francis on Union Square, one of this city's finest convention facilities. The events on Thursday, June 23 will include an opening plenary, followed by panel discussions, a lunch with keynote speaker, additional panel discussions and a banquet dinner. On Friday, June 24, the events will include a plenary session, panel discussions, a networking lunch with a keynote speaker, Master classes taught by Wharton professors and a gala banquet. Keynote speakers and panelists will be invited from North America, Asia, Europe, the Middle East, Africa, Latin America and around the world to discuss pressing global issues.

The Forum will offer opportunities for personal and professional networking, as well as pre- and post-Forum tourism in San Francisco and elsewhere in California.

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Sponsorship

Sponsorship opportunities are available at the following levels:

Lead Sponsors \$ 100,000

Event Sponsors \$ 50,000

Platinum Sponsors \$ 25,000

Gold Sponsors \$ 10,000

Product Sponsors Various Amounts

Specific descriptions of the benefits of sponsorship are outlined in the following pages.

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Lead Sponsorship

- \$100,000

The Forum's Lead Sponsors will receive substantial recognition and will be extensively involved in the program. The following describe the benefits of being a Lead Sponsor:

- Prominent recognition on the Forum's website, which will be heavily promoted among the School's more than 86,000 alumni worldwide.
- Prominent recognition at the Forum itself, through a banner in the room where the events will be held and corresponding banners in other locations.
- Prominent recognition in the program brochure that will be distributed to registrants.
- The option of making one of the keynote speeches, participating in one of the panel discussions or designating one of the keynote speakers or panelists.
- Ten complimentary passes for the full scope of the Forum's activities.
- A complimentary exhibition booth to display corporate materials.
- VIP seating for two at all meals.

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Event Sponsorship

- \$50,000

Sponsorship opportunities are available for a variety of events, including Thursday's lunch, cocktail reception and dinner, Friday's lunch, cocktail reception and dinner, and other activities. All events are priced at \$50,000.

The Forum's Event Sponsors will receive substantial recognition both at the individual event and throughout the Forum. The following describe the benefits of being an Event Sponsor:

- Prominent recognition on the Forum's website, which will be heavily promoted among the School's more than 86,000 alumni worldwide.
- Prominent recognition at the Forum itself, especially through identification at the particular event that is sponsored.
- Prominent recognition in the program brochure that will be distributed to registrants.
- An opportunity to make introductory remarks at the start of the sponsored event.
- Five complimentary passes for the full scope of the Forum's activities.
- A complimentary exhibition booth to display corporate materials.
- VIP seating for two at the sponsored event, plus VIP seating for two at one of the other meals.

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Platinum Sponsorship

- \$25,000

The Forum's Platinum Sponsors will receive substantial recognition at the Forum. The following describe the benefits of being a Platinum Sponsor:

- Prominent recognition on the Forum's website, which will be heavily promoted among the School's more than 86,000 alumni worldwide.
- Prominent recognition at the Forum itself, especially through the banners that are on public display.
- Prominent recognition in the program brochure that will be distributed to registrants.
- Five complimentary passes for the full scope of the Forum's activities.
- A complimentary exhibition booth to display corporate materials.
- VIP seating for two at two of the meals.

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Gold Sponsorship

- \$10,000

The Forum's Gold Sponsors will receive substantial recognition at the Forum. The following describe the benefits of being a Gold Sponsor:

- Recognition on the Forum's website, which will be heavily promoted among the School's more than 86,000 alumni worldwide.
- Recognition at the Forum itself, particularly through the banners that will be on public display.
- Recognition in the program brochure that will be distributed to registrants.
- Two complimentary passes for participation in all Forum activities and meals.
- A complimentary exhibition booth to display corporate materials.
- VIP seating for two at one of the meals.

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Product Sponsorship

- Various Amounts

Product Sponsors provide specific products or services for the Forum. For example, every year we invite one airline to be the “Official Airline of the Wharton Global Alumni Forum.” We also invite one newspaper or journal to be the “Official Media Sponsor.” Other companies provide gifts for the raffle, tourism packages for registrants or wine for the banquets. The benefits of product sponsorship vary according to the product or service provided and the monetary value of the product or service.

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Contact

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