



# **BUSINESS WEEK**

## **SPONSORSHIP BROCHURE**



**WPI**

THE BUSINESS  
SCHOOL

---

**OCTOBER 30th-NOVEMBER 3rd**

---

*2023*

---

# OVERVIEW

## GENERAL INFORMATION

**Launching in 2023, Business Week is envisioned as the premier annual event hosted by the Worcester Polytechnic Institute Business School.**

**Hundreds of students, faculty, alumni and friends will take part in a week of events including dinners, socials, keynotes, lectures, moderated panels, and workshops that are designed to connect the classroom to the business world.**

**The Business School offers a range of sponsorship opportunities as a service to attendees which bring outstanding visibility to your company or organization.**

**Demonstrate your support for Business Week by securing a sponsorship today!**

## 2023 - Keynote Speaker

Curtis Carlson is recognized as a pioneer in developing value creation practices that profoundly improve an enterprise's innovative performance. He was formerly CEO of SRI International



in Silicon Valley from 1998 to 2014. During this time, SRI's revenue tripled, and SRI became recognized as one of the world's most productive innovation enterprises, having helped create Siri, HDTV, Intuitive Surgical, and other world-changing innovations. He started his career at RCA and then GE before joining SRI. He is currently Distinguished Executive in Residence at Worcester Polytechnic Institute. With William Wilmot he wrote the book "Innovation: The Five Disciplines for Creating what Customers Want," which was selected by BusinessWeek as a Top-10 Business Book. It describes the innovation principles he learned that significantly improve innovative output. He has helped create over two dozen new companies and his teams have won two Emmys, including one for HDTV. He is a member of the National Academy of Inventors and has advised ministers and prime ministers around the world on innovation practices and innovation policy. He was a member of President Obama's National Advisory Council on Innovation and Entrepreneurship.

**QUESTIONS? Contact us Tom Clark by emailing [tclark@wpi.edu](mailto:tclark@wpi.edu)**

---

# OVERVIEW

---

## 2023 - Speaker Series

**Zulean Cruz- Díaz** is a leader-builder and strategic planning consultant. During her nonprofit work years, she used culture and social justice to drive her support in community engagement, advocacy, and programming work. The Texa-rican (Texan by birth, Puerto Rican by blood) has mastered relationship building and the management of group dynamics for strong working and trusting teams. Her previous roles in past organizations was to help “re-find” the organization’s guiding star through listening sessions and customized engagement for actionable steps. Today, Zulean continues to form individuals “from scratch” with interpersonal relationship skills and management tools for strong working and trusting group dynamics.



**Dave Coughlin** is obsessed with growth, whether commercial, personal, or professional. He is the author and architect of Entry Level Escape and a VP of Data Science in the healthcare industry where he most recently drove over \$100M new profit for Aetna's Commercial Lines. He has been mentoring for over a decade and has been a part of over a dozen promotions. When he is not driving growth for mentees or employers he likes to lift weights and play cards. He lives in Boston with his wife and three children. He holds an MBA from WPI and an MS in Applied Math from Northeastern University.

**Colleen Hayes** is the Vice President of Strategic Marketing for Teradyne Robotics Group. The Robotics Group includes Universal Robots (UR) and Mobile Industrial Robots (MiR) who build human-scale robotics, designed to work alongside people doing tasks that are dull, dirty, and even dangerous. Colleen has over 25-years of experience in high tech industries at major multi-national corporations, including IBM, ThermoFisher Scientific and Broadcom. She has a Master of Business Administration from the Northwestern University's Kellogg School of Management.



---

# AT-A-GLANCE

---

Full description of each sponsorship item on pages 7-10.

<b>SPONSORSHIP LEVEL</b>	<b>COST</b>
<b>CARDINAL &amp; GREY SPONSORS</b>	
Business Week Presented By...	\$25,000
Keynote Speaker Presented By...	\$15,000
Business School Speaker Series Presented By...	\$5,000
<b>THE DEAN'S LIST SPONSORS</b>	
Dean's Social (Private Event)	\$10,000
Situational Awareness in Business Settings - Social	\$8,000
Alumni & Friends Meet and Great Social	\$8,000
Speaker Series Lunch (all week)	\$6,000
Grab-n-Go Breakfast (all week)	\$4,000

---

# AT-A-GLANCE

---

Full description of each sponsorship item on pages 7-10.

SPONSORSHIP LEVEL	COST
<b>FRIENDS OF GOMPEI SPONSORS</b>	
Dean's Social Gift	\$3,000
Business Week App & Brochure	\$3,000
Fintech Friday	\$3,000
International Student Job Search Strategies Webinar	\$2,000
Career Preparedness Workshop	\$2,000
Alumni & Friends Meet and Greet	\$2,000
Speed Networking	\$2,000
Wellness Day Walk & Refreshments	\$ 2,000
Lunch / Grab & Go Breakfast (one day)	\$1,250
WPI Means Business - Course Support	See Description
For custom sponsorship packages or an anonymous contribution, please contact Tom Clark at <a href="mailto:tclark@wpi.edu">tclark@wpi.edu</a> for more information.	

---

# DESCRIPTIONS

---

## Cardinal & Grey Sponsorship Overview

If you're looking to maximize your organization's exposure before, during, and after Business Week, consider reserving a sponsorship package. Packages are designed to showcase your business or organization through multiple channels, including The Business School website, Dean's newsletters, social media, Business Week print marketing, and in-person signage.

### **Business Week Presented By... (\$25,000)**

Business Week Presented By... includes the following benefits:

Title Sponsorship of Business Week for your business or organization which ties every aspect of Business Week to your business or organization

4 tickets to Business Week Signature Speaker Event featuring Curt Carlson

Logo on Business Week website

Acknowledgement in all Business Week specific communications

Acknowledgement in Dean's newsletter - Oct & Nov issues (2,500+ subscribers)

Social media post thanking sponsor prior to the conference with custom message from sponsor included (1,000+ followers on all platforms)

Acknowledgement during Business Week opening address

Packages must be paid in full prior to the start of benefits.

### **Keynote Speaker Presented By... (\$15,000)**

Keynote Speaker Presented By... includes the following benefits:

Title Sponsorship of the Keynote Speaker for your business or organization

2 tickets to Business Week Signature Speaker Event featuring Curt Carlson

Logo on Business Week website

Acknowledgement in all Business Week specific communications

Acknowledgement in Dean's newsletter - Oct. & Nov Issues(2,500+ subscribers)

Social media post thanking sponsor prior to the conference with custom message from sponsor included (1,000+ followers on all platforms)

Acknowledgement during Business Week opening address

---

# DESCRIPTIONS

---

## Cardinal & Grey Sponsorship Overview

If you're looking to maximize your organization's exposure before, during, and after Business Week, consider reserving a sponsorship package. Packages are designed to showcase your business or organization through multiple channels, including The Business School website, Dean's newsletters, social media, Business Week print marketing, and in-person signage.

### **Business School Speaker Series Presented By... (\$5,000 per event - up to 4 total)**

Business School Speaker Series Presented By... includes the following benefits:

Title Sponsorship of (1) or up to (4) Business School Speaker Series events for your business or organization

Opportunity to nominate a Business School Speaker Series Speaker from your business or organization

2 tickets to Business Week Signature Speaker Event featuring Curt Carlson

Logo on Business Week website

Acknowledgement in all conference specific communications

Acknowledgement in Dean's newsletter - Oct & Nov issues (2,500+ subscribers)

Social media post thanking sponsor prior to the conference with custom message from sponsor included (1,000+ followers on all platforms)

Acknowledgement during Business Week opening address

---

# DESCRIPTIONS

---

## The Dean's List Sponsors Overview

### **Dean's Social (Private Event)**

Hosted by the Dean, this "Invite Only" Social at the Worcester Social Club will comprise of stakeholders who have made a commitment to support the Dean's vision for the Business School. The event will include networking and updates on the accomplishments, current projects, and future of the Business School. Your sponsorship of this event demonstrates that you are invested in the growth and future success of the Business School.

### **Career Preparedness Workshop - Social**

STEM + Business Landscape Workshop will delve deeper into navigating the dynamic intersection of STEM and business. Students will learn about advanced industry trends, sharpen their preparedness and articulate their strengths. Your sponsorship of this event will provide students opportunity to learn from career professionals and practice networking.

### **Alumni and Friends Meet and Greet Social**

This social is an opportunity to socialize and network. Let's get together to talk about our WPI experiences but also what you've been doing since you graduated. Your sponsorship of this event will create an environment where alumni can re-connect, make new connections, and find new opportunities.

### **Speaker Series Sponsored Lunch**

To coincide with our Business Speaker Series we'd like to offer attendees lunch while they learn. Your sponsorship will provide the lunch (healthy food and beverages options) for our students and guests as they network and engage with a subject matter expert on a topic at the intersection of business and STEM.

### **Grab-n-Go Breakfast**

The most important meal of the day. Your sponsorship will provide healthy breakfast options to our students every day of Business Week.



---

# DESCRIPTIONS

---

## **Friends of Gompei Sponsors Overview**

### **Private Dean's Business Week Dinner Gift**

Capture the attention of a select group of WPI Business School stakeholders by sponsoring a branded gift that each attendee will receive. This event will include an update on the accomplishments, current projects, and vision for the future of the Business School.

### **Business Week App & Brochure**

Make your organization's logo stand out during and after the Business Week. A great way to show all Business Week attendees that you're invested in their experience. Your logo will be prominently displayed on Brochure/ website and app. WPI Business School will order a minimum of 500 printed brochures.

### **Fintech Friday**

Highlight your organization's logo during Friday afternoon's Fintech themed movie screening including refreshments. Sponsor logo will be displayed at venue.

### **International Student Job Search Strategies Webinar Gift**

November is International Student Month. To mark this occasion, Business Week will host a seminar on International student job search strategies. Your sponsorship and gift will mark this occasion where international students gain a better understanding of what they can expect as they search for employment as students and after they graduate.

### **Situational Awareness in Business Settings - Social Gift**

As students are learning strategies for being mindful of their surroundings in social business settings, like lunch meetings and receptions, each attendee will receive a gift with your name/logo on it to celebrate this occasion and your commitment to their professional growth.

### **Alumni & Friends Meet and Greet Social Giveaway**

As we welcome alumni back to campus to connect with current students, re-connect with each other, and casually catch up, your sponsorship and gift will show them that you're invested in keeping them engaged and reminding them that they always have a home here at WPI that is eager for them to come back and share their stories.

---

# DESCRIPTIONS

---

## Friends of Gompei Sponsors Overview

### **Speed Networking**

During Business Week, students enrolled in every Business School course will have the opportunity to gain insights from WPI alums, practitioners through the speed networking event. Your sponsorship will provide refreshments for participants as they make meaningful connections.

### **Wellness Day Walk & Refreshments**

What better way is there to start focus on WPI's Wellness Day than an outdoor fun run/walk with students? To be held on Nov.6 - Monday after Business Week, your sponsorship will help energize WPI students during the campus walking trail. Sponsor may provide commemorative items in accordance with their sponsored activity, i.e t-shirts, hats, water bottles, refreshments.

### **WPI Means Business - Course Support**

Your sponsorship will allow us to facilitate hosting subject matter experts during the entire academic year (possibly you).

*WPI Means Business*, the course, is designed to attract Computer Science and Mechanical Engineer majors to learn about business in order to accelerate their impact upon graduation.

Different ways you could sponsor WPI Means Business:

- Visit the campus to share your experience at the intersection of business and STEM.
- Invite a class to visit your business or organization, on (1) or multiple occasions, to see how business is conducted in the real world.
- Make a financial contribution to support co-curricular programming, scholarships, and project assistants.

There are many ways you can support equipping our STEM focused business students with the skills they'll need to succeed as managers and executives.

---

# TERMS AND CONDITIONS

---

All sponsorships and exhibits will be secured on a first-come, first-served basis via the online reservation form. (**Note:** No sponsorship reservations or requests will be taken over phone or by email.) For questions, please contact staff at [business-prog-office@wpi.edu](mailto:business-prog-office@wpi.edu)

Sponsorship opportunities are open beginning on Aug 1, 2023 at 12 noon EST. Within 3-5 days of reserving a sponsorship, WPI Business Week will verify your request and send an invoice. All invoices are due within two weeks to secure the sponsorship.

Business Week Sponsorship packages commence on September 1st and expire at the end of the Business Week, excluding Business Week wrap-up emails. Packages must be paid in full prior to the start of benefits. All logos must be sent to the WPI Business School within 2 weeks of securing a sponsorship. All other files (images, advertising, etc.) must be supplied at least 6 weeks prior to the conference.

If you are interested in custom sponsorship packages or would like to make an anonymous contribution, please contact Tom Clark at [Tclark@wpi.edu](mailto:Tclark@wpi.edu) for more information.

Cancellations and requests for refunds for any sponsorship items must be made in writing to [business-prog-office@wpi.edu](mailto:business-prog-office@wpi.edu). Upon written request, refunds for withdrawal of sponsorships will be made based on this schedule:

Up-to 30 days after agreement: 50% refund  
30 days after agreement: No refund

***Please contact Tom Clark at [tclark@wpi.edu](mailto:tclark@wpi.edu) for more information.***

**Thank you for your support of the  
WPI Business Week!**