

acxiomTM

MARKETING



EDUCATE | DEVELOP | GROW | EMPLOY

A **NEW** APPROACH TO ENSURING FUTURE TALENT NEEDS



“Today, a war for talent is not enough, the most successful companies [industries*] have to wage a ‘permanent campaign’ to attract and retain talent.”

Milken Global Conference 2015 | The Future of Work

*added by Marketing EDGE for emphasis

THE MISSION OF MARKETING EDGE IS TO
EDUCATE, DEVELOP, GROW, AND EMPLOY
COLLEGE STUDENTS IN THE FIELD OF MARKETING ...

thereby expanding and enriching the pool of
trained, market-ready talent.

EDUCATE

MARKETING EDUCATION IS THE KEY TO THE FUTURE OF OUR PROFESSION.

Through evolving programs designed to meet the changing needs of this profession, Marketing EDGE impacts the lives of thousands of students by influencing the career trajectory of the next generation of marketing leaders.

DEVELOP

FOCUSED ON PREPARATION, WE WORK CLOSELY WITH STUDENTS, ACADEMICS AND CORPORATIONS TO BRING INNOVATIVE THINKING AND RESOURCES TO DELIVER ON OUR MISSION.

As a 501(c)(3) nonprofit organization, Marketing EDGE designs and implements some of the most successful integrated marketing programs bridging the gap between academic theory and business practice for college students as they enter the marketplace.

GROW

WE PRESENT GAME-CHANGING OPPORTUNITIES TO ENRICH THE POOL OF TRAINED MARKETING TALENT.

Today's complex data-driven, digital world demands young professionals with the kind of extensive industry training Marketing EDGE delivers.

EMPLOY

OUR FOCUS ... TO ENSURE GENERATIONS OF BUSINESS LEADERS TO SUSTAIN THE FUTURE OF THIS FIELD.

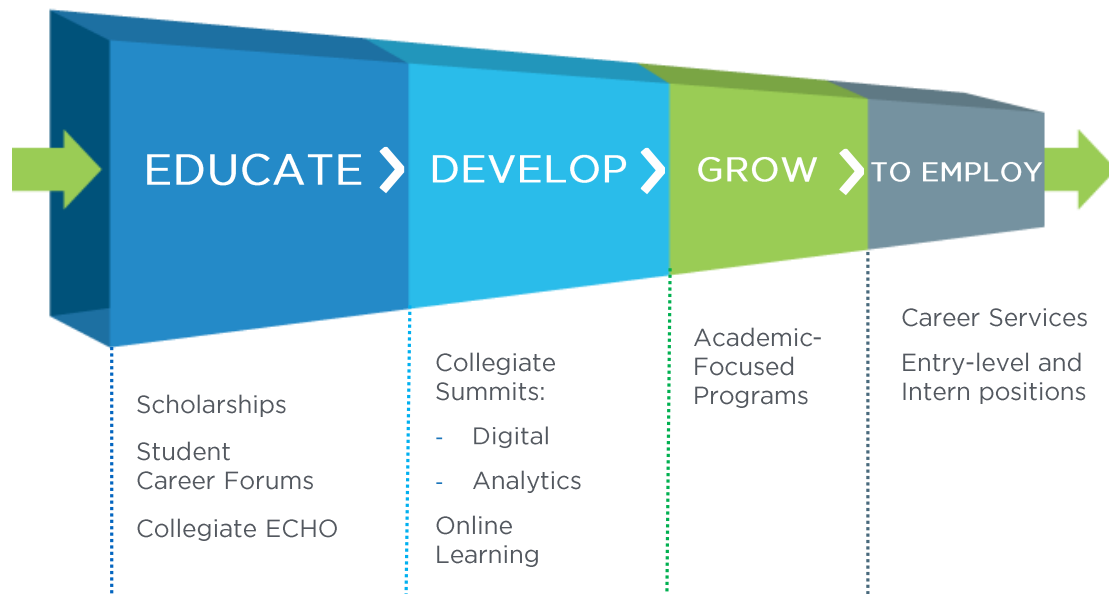
Through renewed partnerships with today's corporate leaders, we must broaden access and opportunity at a level unheard of in the history of this organization and this field in order to dynamically shift the talent projections through this decade ... and beyond.

EDGE PROGRAMS

Marketing EDGE programs are conceived as part of a trajectory, a series of steps and processes we call “the funnel”. It’s a directional approach illustrated by the elements of our organization’s motto –

“Educate. Develop. Grow. Employ.”

EDGE PROGRAMS



To employ market-ready talent in intern and entry-level positions ...

Tomorrow's Leaders!



100,000

Estimated number of Students served during
Marketing EDGE's 50-year history;
6,294 served in the 2014-2015 school year... alone!

ACXIOM GLIDE PATH

EDGE Awards

Join 450+ industry leaders at the premier EDGE Awards, with a Corporate Sponsorship at the industry event on June 8 | NYC



EDGE Corporate Leadership Program

A powerful partnership opportunity to align and address the critical need for talented, market-ready students. Sponsors are at the center of EDGE's focus and festivities.



NEW Student "Leadership Glide Path"

With Acxiom in the lead, conceive, develop and launch an industry-wide initiative to develop a visionary program to identify and prepare college students destined to take a leadership role in the marketing industry

EDGE AWARDS

(June 8 | NYC)

THE premier awards event of the year, the EDGE Awards brings together more than 450+ of the industry's elite this June 8 in NYC to celebrate the future of this field. While many awards pay tribute to the past accomplishments of individuals and companies within an industry, Marketing EDGE honors those who show promise for the future.

Corporate Sponsorships: (10 Guests)

- Platinum (\$12,500)
- Gold (\$7,000)
- Silver (\$5,000)

EDGE Corporate Leadership Program

The Marketing EDGE Corporate Leadership Program offers an innovative opportunity for corporate leaders to align and address the need for talented, market-ready students. The CLP offers extensive visibility and recognition as well as opportunities to participate in Marketing EDGE's student events and competitions, learn from academic research and expert professors, and network with some of the most prominent leaders in the business.

- Gold Sponsor (\$50,000 annually)
- Silver Sponsor (\$25,000 annually)
- Bronze Sponsor (\$15,000)

BENEFITS

		Bronze \$15,000	Silver \$25,000	Gold \$50,000	Platinum \$75,000
Give Back	Join a growing community of industry leaders as a Sponsor of the Corporate Leadership Program	✓	✓	✓	✓
	Invest to ensure future generations of talent in the field	✓	✓	✓	✓
Be Recognized	Listing on Corporate Leadership Program page at marketingEDGE.org	✓	✓	✓	✓
	Corporate display at Marketing EDGE Awards and Regional Events, as well as Industry Events	✓	✓	✓	✓
	EDGE Lapel Pin for Leaders Circle executives	✓	✓	✓	✓
	Digital recognition icon for your website	✓	✓	✓	✓
	Recognition in Marketing EDGE Annual Report	✓	✓	✓	✓
Access Talent	Invitation to be a guest at Collegiate Summits Digital & Analytics and Student Career Forums	1 day/1 pro	2 days/ 1 pro	1 day/ 2 pro	Full Access
	Entry-level and Intern Planning Meeting with Your Team and Marketing EDGE's VP Program Development and Program Manager / Career Services	✓	✓	✓	✓
	Premium access to top students for intern and entry-level positions	1	3	4	5
Visibility	Build brand awareness at colleges and universities nationwide		✓	✓	✓
	Major promotion through social media: LinkedIn, Twitter, Instagram and Facebook		✓	✓	✓
	Guest at Student Career Forums with special consideration to serve as a speaker		✓	✓	✓
	Corporate Profile featuring 1-2 corporate executives, to be featured in monthly newsletter (E-Update) and online			✓	✓
	Speaking Opportunity among top academics at Research Summit in October			✓	✓
	Speaking Opportunities at Collegiate Summits Digital & Analytics			✓	✓
Interact	Corporate representative invited to luncheon with top students				✓
	Speaking Opportunity among the next generation of academics at the Professor's Institute in January				✓
	Invitation-only Thought-Leadership Event with industry leaders, Board of Trustees and Senior Management Team				✓
	Subscription and one (1) full-page / banner ad in world-renowned Journal of Interactive Marketing® / landing page				✓
	Sponsorship opportunity during Collegiate Summits Digital / Analytics (lunch, cocktail reception, etc.)				✓
Events + Programs	Leaders Circle: Engagement of Key Executives	1	3	5	10
	EDGE Awards Event (June)	1/2 table	Silver	Gold	Platinum
	October VIP Event w/ "Non-Auction" Activities (<i>to be announced</i>)	✓	✓	✓	✓
	Regional VIP Events	✓	✓	✓	✓
	Student-Focused Initiatives linked to Regional VIP Events	✓	✓	✓	✓

PROGRAM FOUNDING SPONSORS

(as of 3.16.16)

GOLD



brierley+partners™



WUNDERMAN



SILVER



EPSILON®



paradysz + pmdigital



QuadGraphics®



Return Path

BRONZE



ADREA RUBIN
MARKETING

Alliant®

fosina
MARKETING GROUP



Gerber Life
Insurance Company

IBM®

lift
AGENCY



JAPS-OLSON COMPANY
Commercial Print & Direct Mailers

MHI
MEDIA HORIZONS INC

OgilvyOne
worldwide



Worldata.
AND THE WORLDATA GROUP OF COMPANIES

Roundtable

mCordis™



LizKislik Associates

CMO → CEO Student Leadership

Introduce an industry-wide student leadership initiative

Acxiom Leadership Role

Fifty three percent (53%) of business executives polled by Korn Ferry said that their current CMO could one day become CEO. “The role of the CMO has changed dramatically in recent years, and this new breed of CMO is being shortlisted for the top spot,” said David Shrank, principal with Deloitte Consulting. “I would argue that the trend is still in its early stage, but as the CMO continues to own the customer across all channels—as well as the data that drives the business—the CMO quickly becomes a logical person to own the company’s growth agenda in the CEO role.”

As corporations across industries focus on digital transformation, top-line growth, and customer experience, marketing executives have become increasingly attractive candidates for CEO positions.

Running parallel as the trend matures, develop a visionary initiative to identify and prepare college students destined to take a leadership role in the marketing industry.

TAKE THE **LEAD**
**IMPACT THE LIVES OF
THOUSANDS OF STUDENTS**
AND **ENSURE** THE FUTURE OF THIS FIELD

CONTACT

Terri L. Bartlett | President | Marketing EDGE
TLBartlett@marketingEDGE.org | P: (212) 790-1510