

Business. Society. Risk. Opportunity.
Insights on the most important issues for today's MBAs.
From the thought leaders at Duke University's Fuqua School of Business.

Sponsorship Opportunities

Founding Sponsors: \$25,000+

Supporters: \$10,000

MBA EDGE is a brand-new knowledge platform that provides essential insights, tools, and case studies directly to MBA students on today's most important societal issues.

And we're just getting started. In this inaugural year, we're looking for **Founding Sponsors** (\$25,000 level and up) and **Supporters** (\$10,000 level) to expand the site's range of content and increase its impact.

This is a unique opportunity for your organization to be **recognized by MBA students** as a forward-thinking leader at the cutting edge of ESG and social impact issues and to help us develop an innovative new education resource.

Sponsorship Benefits

- Logo placement on the website and newsletter
- Visibility with MBA students
- Invitation to participate in recruiting messaging as an MBA employer
- Brand affiliation on ESG, social impact & sustainability topics
- Potential future research/content collaborations



By MBAs, for MBAs.

Outside the classroom, business is happening in a complicated world. Social and environmental issues are bombarding businesses with new risks, costs, and challenges—as well as new investment and innovation opportunities. You need to get up to speed.

MBA EDGE briefings give you a primer on the most important issues of our day and the ways they intersect with business risks and opportunities.

Free to download and share, content-rich, and—most importantly—written with your future in mind.

www.MBA-EDGE.com

- Issue Briefings
- Skillsets
- Market Summaries
- Videos
- Case Studies

Contact

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Sponsorship Details

About the Platform

Today, the traditional MBA skillsets of strategy, marketing, finance, accounting, operations, and leadership are necessary—but incomplete. To be effective leaders and investors in today’s context, MBAs also need to be well versed on issues like **climate change, diversity & inclusion, social impact, corporate social responsibility, and stakeholder engagement**.

But how do MBA students get up the learning curve quickly, and gain the skills and knowledge to navigate the complex social and environmental challenges that increasingly shape business decision-making?

MBA EDGE is a unique thought leadership platform that educates MBAs on topics at the intersection of business, society, and sustainability in a way that is informative, engaging, and content-rich. The MBA EDGE platform will ultimately expand to include **briefings, videos, case studies, and primers**—all aimed at an MBA audience.

MBA EDGE content is:

- **Timely**—providing useful perspectives, frameworks, and tools for addressing emerging issues
- **Accessible**—written for a general MBA audience (not sustainability specialists)
- **Relevant**—putting societal and environmental challenges specifically in the context of business risks and opportunities, and managerial decision-making
- **Compelling**—concise, visually interesting, and easy-to-digest
- **Inclusive**—providing a broad stakeholder view of business
- **Free**

MBA students and alumni can access all materials directly; no curator, membership, or library access is required.

Audience

MBA EDGE has the potential to reach thousands of MBA students and alumni with multiple touchpoints. In just the first 4 months after soft launch, the site attracted more than 3,000 unique visitors and was previewed in [Poets & Quants](#), and MBA Schooled. As the content expands, we will begin to proactively market the site, with **a goal of 50,000 page views and 5,000 newsletter subscribers in 2022**. Though MBA students and alumni are the primary audience, the content on MBA EDGE is written with any business-oriented audience in mind. We know that industry practitioners have shared MBA EDGE briefings inside their organizations, and that some business school faculty have included them as teaching materials in their courses.

“I wanted to share how useful the MBA EDGE site and references are. In the past couple of weeks, I’ve forwarded the link to three colleagues both inside and outside my organization.”

- MBA alumna, consumer goods industry

Why Sponsor?

Sponsorship gives your organization a unique opportunity to **get on the radar with MBA students as a forward-thinking leader** on the forefront of ESG and social impact issues. Today’s MBA students—students who represent your organization’s future employees, investors, consultants, supply chain partners, and customers—value sustainability and social impact, and want to work at organizations that share their values. Your logo on the MBA EDGE site and newsletter signals that your organization is invested in supporting a **new, more inclusive, more responsible, and more strategic approach to business**.

Sponsorship Benefits

Supporters (\$10,000) will be recognized with their logo on the Sponsors page of the MBA EDGE site.

Founding Sponsors (\$25,000+) will receive prominent logo placement on the MBA EDGE website (on both the home page and Sponsors page), as well as a dedicated page on the site that features an MBA recruiting-focused message. Founding Sponsors will also be invited to be featured in a recruiting outreach message to the MBA EDGE mailing list of 1,000 subscribers (and growing).

How Sponsorship Funds are Used

Sponsor funding will go directly to the **creation of new content** for the MBA EDGE platform, enabling us to hire contract writers, video producers, and content marketing specialists to build the site at scale. We’ve proven the concept with our soft launch, and now it’s time to expand our content, reach, and visibility. Your support will enable the buildout of the site, and support our ultimate mission: to educate and enable MBA students to be prepared for careers of positive impact in a rapidly changing world.

Questions? Ready to Sponsor?

Contact Katie Kross, Katie.Kross@duke.edu