

WILLIAM PATERSON UNIVERSITY

William Paterson University and Corporate Partnerships

William Paterson University works with businesses to build mutually beneficial partnerships that align company interests with University programs and resources. Our Office of Advancement collaborates with its four colleges (College of Arts, Humanities and Social Sciences, Cotsakos College of Business, College of Education and College of Science and Health) and administrative units to develop positive long-term relationships with our corporate partners.

Corporate Partnership Opportunities:

- **Sponsorship and Increase Brand Awareness** – WP can help promote your business through event and program sponsorships and a number of additional naming opportunities, including:
 - ASPIRE (building success through liberal arts)
 - The National Sales Challenge
 - COIN (Career Outlook and Industry Networking)
 - Golf Outing
 - Legacy Gala
- **Scholarships** – William Paterson has a robust Donor Scholarship Program, made possible by the generosity of the many alumni and friends who recognize the value of higher education and wish to make it a possibility for students with academic promise and financial need. Each year, more than 650 scholarships totaling more than \$1.2 million are made to undergraduate and graduate students across the University's four colleges.
- **Internships and Job Placement** – Employer partnerships are a key component in the success of WP students. The Career Services Department offers a number of ways to showcase employers and can assist in finding excellent candidates for internships and job placement.
- **The School of Continuing and Professional Education** - Offers numerous programs in a vast number of areas for career/professional growth, including customized training programs designed specifically for your corporate needs.
- **Employee Engagement/Volunteerism** - Offers a variety of ways to become involved with our students as mentors, through the Pesce Family Mentoring Institute, as featured speakers, guest presenters and many other high-level engagement/partnering opportunities.
- **Student Volunteerism** – Civic engagement is one of our top priorities. We are always looking for opportunities to include our students in outside civic engagement activities.
- **The Cotsakos College of Business** - Offers a wide variety of business programs (for students and professionals), including a 100% on-line MBA Program, and a newly launched Center for Socially Responsible Entrepreneurship and Innovation. In addition, William Paterson's Russ Berrie Institute for Professional Sales program is one of the few academic accredited sales programs in the country.

William Paterson University is a leading public University with approximately 9,920 students and nearly 85,000 alumni throughout New Jersey, the nation, and the world. We offer a wide range of undergraduate, graduate and certificate programs through its four academic colleges, as well as the Honors College and the School of Continuing and Professional Education.

For more information, please contact Michael Perrotta, Director of Development, Corporate and Foundation Relations, Phone: 973-720-2970. Email: perrottam4@wpunj.edu.