CORPORATE ENGAGEMENT

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corporate.northwestern.edu
Northwestern is committed to working with corporate, industry, and business leaders to create strategic initiatives. We encourage corporations and businesses to join the growing number of Fortune 500 companies that are involved at Northwestern.

We create customized, comprehensive engagement opportunities that ensure your involvement with the University is value-added and visible, both on campus and in the marketplace.

Presented below are some of the opportunities we offer to bring together industry and academia. Each partnership is overseen by one of our relationship managers. We stand ready to provide you with the guidance and service that will sustain your company’s long-term engagement with Northwestern.

Engage in sponsored research
Corporate sponsored research can take many directions, including:
- Individual research collaborations
- Disseminating requests for proposals (RFPs)
- Long-term research agreement alliances
- Clinical and translational research

Tap into innovation
The University’s Innovation and New Ventures Office (INVO) inspires and nurtures a culture of innovation, bridging Northwestern research with its practical use for public benefit.

Utilize shared and core facilities
Northwestern’s state-of-the-art facilities offer your company:
- On-site expertise
- Specialized equipment that is on the forefront of current technology
- Consignment space for testing beta equipment

Participate
Establish a physical presence at the University and increase your company’s visibility by getting involved directly with:
- Award programs and competitions
- Conferences, seminars, and lecture series
- Mentoring students
- Theater, arts, and athletic events

Become a Northwestern vendor
Provide faculty, students, and staff with essential tools and resources. Working with Purchasing Resource Services, vendors can engage the University through:
- On-site expertise
- Specialized equipment that is on the forefront of current technology
- Consignment space for testing beta equipment

Seize marketing opportunities
From Ryan Field to Pick-Staiger Concert Hall, corporate partners underwrite Northwestern campus activities. Athletic, theater, and artistic events offer a robust lineup of marketing and sponsorship opportunities.

Recruit top undergraduate and graduate students
Northwestern is a great source of future talent for your company. Internships, externships, co-ops, full-time employment, or short-term specific needs can be marketed to students through a variety of on-campus and virtual activities that support your brand and business needs. University Career Services can organize:
- Online internship and full-time job postings
- Career fairs
- Lunch and learn/coffee chats/networking
- Skype sessions
- Mentorships/mocked interview training

Provide executive education
Northwestern offers your company executive education, corporate training, and continuing education. The schools below can recommend current curricula or aid you in developing a customized program:
- Kellogg School of Management
- McCormick School of Engineering
- School of Law
- School of Continuing Studies
- Clinical Research Professionals Training

Support the performing, visual, and writing arts, as well as athletics
- Donate in-kind goods and services
- Fund scholarships and fellowships
- Naming rights for Northwestern schools, programs, facilities, and events
- Engage with the world

Give to Northwestern
Support your company’s philanthropic goals by ensuring that Northwestern meets its strategic planning objectives:
- Discover creative solutions
- Integrate learning and experience
- Connect our community
- Engage with the world

Below are just a few opportunities to assist the University with its strategic plan:
- Naming rights for Northwestern schools, programs, facilities, and events
- Fund scholarships and fellowships
- Donate in-kind goods and services
- Support the performing, visual, and writing arts, as well as athletics

For examples of customized corporate engagements, or to learn more about our engagement programs, including those for small and medium-sized businesses, please visit corporate.northwestern.edu