

The Brightest Minds MBA Scholarship

PROGRAM DETAILS

\$28,000 Sponsorship
value

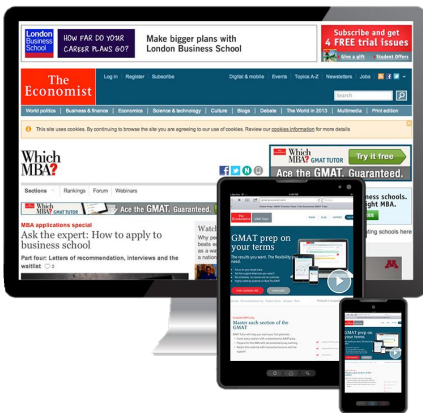
\$15,000 Sponsorship

A scholarship competition for prospective business school students

Launching in February of 2016, highly-qualified prospective MBA students will compete for a \$25,000 tuition scholarship. To participate, prospective MBA students must take Economist GMAT Tutor's simulation exam. The highest scoring participant wins the The Brightest Minds MBA Scholarship and can use the award towards tuition at any of the sponsor business schools.

SPONSOR BENEFITS:

- Lead generation: Access to all registration information for prospective students who participate (name, email, address, undergraduate school, occupation, employer name and years of work experience)
- Advertising: Your logo or school name will be featured in:
 - Three pages in *The Economist* newspaper and three pages in *The Economist* digital edition
 - Banner ads on Economist.com (500,000 impressions)
 - Promotion in the *Which MBA?* e-newsletter (45,000 opt-in prospective MBA students) and the GMAT newsletter (95,000 opt-in Economist GMAT Tutor trialists)
 - Press release announcing the scholarship
 - Social media promotion on:
 - The Economist Facebook (6,004,805 likes)
 - The Economist Twitter (11,327,554 followers)
 - *Which MBA?* Facebook and Twitter (47,619 fans)
 - Economist Test Prep Facebook and Twitter (20,730 fans)
- Ability to connect with the most desirable candidates by offering them a chance to help fund their MBA journeys
- Brand exposure and access to highly-qualified prospects through multiple touchpoints



To book your participation,
contact us today.