

WIDE Corporate Partner Program



Why WIDE Exists

Research, data and analytics teams perform better when they are representative of the diverse populations we market to and study. The ongoing excellence of the marketing and advertising industry's collective work depends on employing people who reflect an increasingly diverse population representative of the true "voice of the consumer."

What WIDE Does

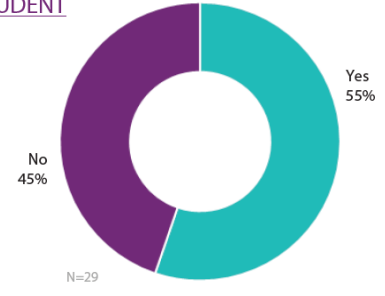
WIDE is a fully integrated, activity-driven "**Career Preparation Program.**" WIDE is designed to identify and prepare the advertising and marketing research, data, and analytics workforce of the future. Our goal is for WIDE scholar to be the most informed, connected, prepared and supported candidates for our industry's internships and entry-level jobs.

"My hope is that this program continues to get the corporate support it needs to help students grow and open up their eyes to what marketing research and data analytics can truly be for them."

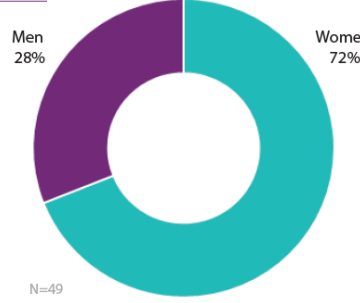
WIDE Scholars

Our WIDE scholars are a talented mix of students with an interest in fields related to our industry and come from underrepresented backgrounds including those with diverse ethnicity, gender, sexual preference, culture, race, abilities, socio-economic status and life experiences.

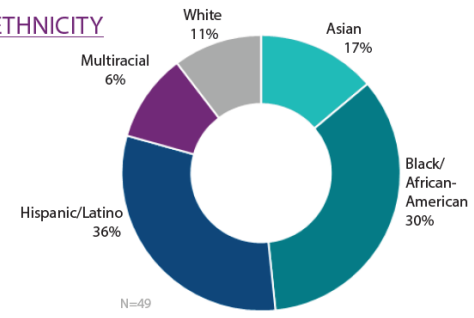
FIRST GENERATION STUDENT



GENDER



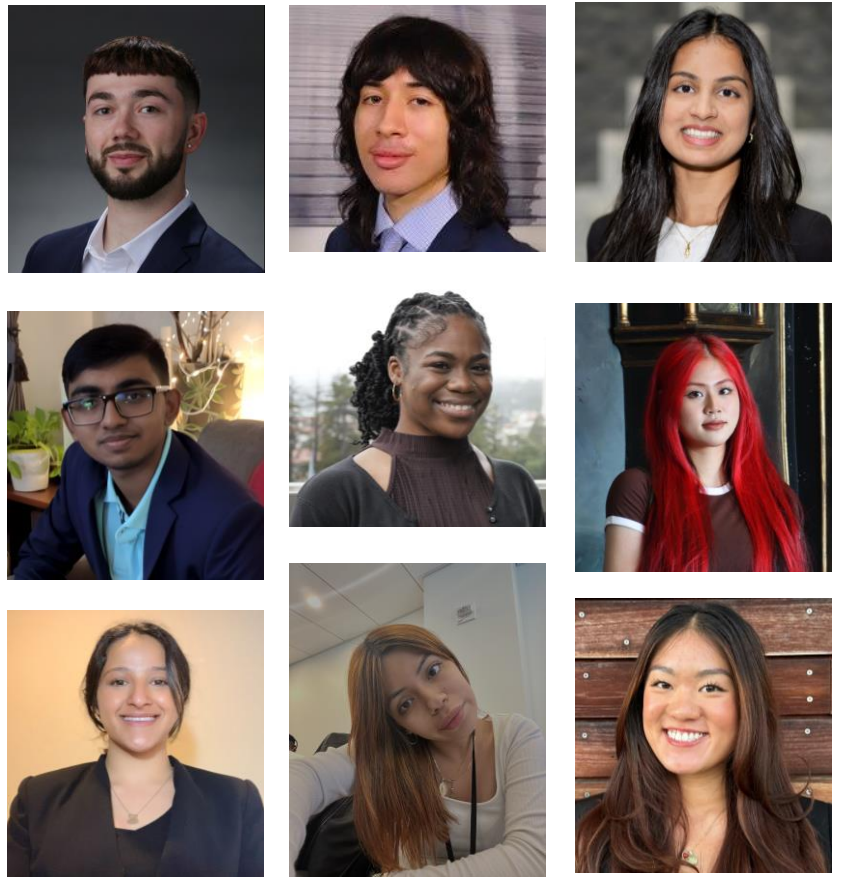
RACE/ETHNICITY



“Being part of a program like this makes me proud of myself and my accomplishments, but it also makes me excited for future students interested in working in advertising and research.”

“ARF WIDE allowed me to delve into the world of advertising and research and allowed me to pursue internships and jobs so I could learn about ad campaigns and what makes them succeed or fail.”

“Being in the ARF WIDE Program granted me a wonderful network with like-minded individuals who have big ambitions and strong skills. It pushes me to work even harder towards my career goals and academic endeavors.”



WIDE Is A Holistic Career Preparation Program



WIDE pairs each scholar with an executive **mentor** and an ARF Young Pros **coach** to build the relationships and connections that will move their careers forward.

“My relationship with my Young Pro coach has opened so many doors. I’m so grateful for the program, along with all that I’ve been able to learn.”



WIDE provides ongoing “Career Lab” **sessions** and access to **ARF conferences**, ensuring that scholars are prepared to excel when given the opportunity.

“Not only am I capable of being in the spaces I once thought were inaccessible, but I can also thrive in that space due to the resources and curated workshops available.”



WIDE **internship** and **job placement** programs give scholars an equal chance to gain the types of experiences that can catapult their careers.

“My internship gave me the ability to tap into the industry. I met amazing people and understood what it took to be a successful, well-rounded professional.”

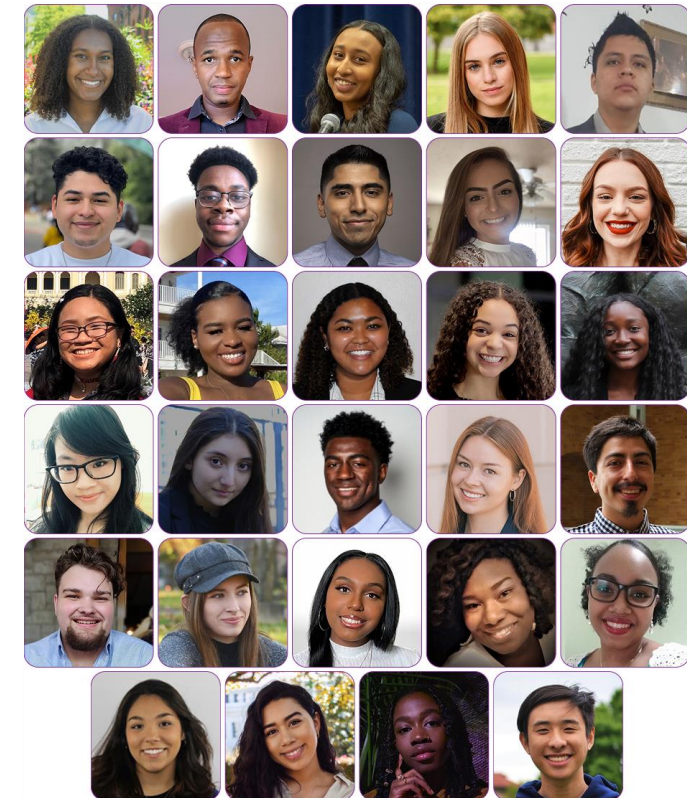


Wide offers **scholarships** up to \$2,500/semester for two years to some WIDE scholars in state colleges who have a need for financial support.

“Receiving financial support has also allowed me to pursue opportunities without the concern of supporting myself through college.”

Results In Our First Four Years:

- **Partnered with five state colleges** known for their excellent research, data science and analytics programs.
- Proved WIDE programs work with **60+ scholars/graduates** in just three years (projected to 200+ in five years).
- Paired scholars with nearly **100 industry executive mentors and coaches**.
- Conducted **21 Learning Lab** industry issues and career path sessions with scholars and industry leaders.
- **Placed 37 scholars** in internships and jobs.
- WIDE directly **connected scholars and graduates** to more than 25 industry-wide corporations.
- Multiple graduates have already **received their first promotions**.



2024 WIDE Program Improvements and Funding

The following program improvements will drastically expand the number of scholars in WIDE, expand our geographic footprint, create more value for WIDE alum and create clearer paths into our industry and more enthusiasm for joining our industry.

Expand the WIDE Scholars program to **double the number of WIDE scholars in 2024.**

Include more college partners (Rutgers Business School in final negotiations)

Enhance WIDE Alumni Program through social media and in-person connections, Free ARF membership for three years post-graduation, enhanced WIDE job board.

Change “Learning Labs” to “Career Labs” with more focus on exposure to the careers and exciting work available through each of our industry’s fields (market research, media, media agencies, marketing agencies, brands, platforms, ad tech firms) as well as prep for successful internships and first 3-6 months in new job.

Improve internship matching, increasing the number of scholars with internships in our industry.

Financial Goals:

TOTAL funds needed in 2024 - \$500,000

TOTAL funds needed in 2025 - \$600,000

“In market research everyone is looking for the fresh thought, the fresh insight. The most important way to achieve that is to have a diverse group of people with various life experiences in the room together working on the translation of the data.”

- Sean Wong, WIDE graduate, Senior Research Analyst, Ipsos

WIDE Donor Levels and Benefits Summary

Corporate Partners

Benefits:

- Recognition: Your leadership and support recognized with major brand and logo placement
- Career Labs: First option to host your field's labs, meeting, impressing and connecting with scholars
- Internships: Internship opportunities prioritized, giving first access to the best prepared intern candidates available
- Mentors and Coaches: Executives and Young Professionals interested in connecting with and supporting WIDE scholars will have first option
- Executive Salon: Priority access to our annual 30-person executive salon discussion and dinner.

Partner Participation: Minimum of \$25,000 for two years

Corporate Supporters

Benefits:

- Recognition: Your support recognized with brand and logo placement
- Career Labs: Potential to host your field's labs, meeting, impressing and connecting with scholars
- Internships: Highlighted internship opportunities made available to the best prepared intern candidates available
- Mentors and Coaches: Opportunities for executives and Young Professionals to mentor and coach WIDE scholars
- Executive Salon: Access to our annual 30-person executive salon discussion and dinner.

Supporter Participation: Minimum of \$15,000

Corporate Donors

Benefits:

- Recognition: Your support recognized with brand placement
- Career Labs: Opportunity to have executives and others connect with scholars through Career and Learning Lab events
- Internships: Internship opportunities made available to the best prepared intern candidates available
- Mentors and Coaches: Opportunities for executives and Young Professionals to mentor and coach WIDE scholars

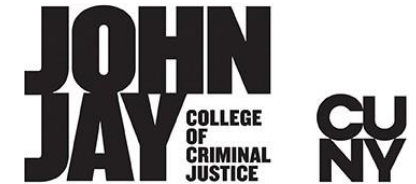
Donor Participation: Minimum of \$5,000

2024 Corporate Partners

(as of 3/10/2024)



2024 University Partners



Please donate today to add your company's name and logo to this list.

Contact:

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Director, WIDE

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<https://thearf.org/wide>

[Book time with Tom Lynch](#)

Thank you!



**WORKFORCE INITIATIVE FOR
DIVERSITY AND EXCELLENCE**

