

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 Institutional 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:

- **Sponsorships/Increased 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)
 - The Career Development Center’s Career Contributors Program
 - University Performing Arts
 - Golf Outing and Legacy Gala
- **Scholarships** – WP 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. Over 700 scholarships totaling more than \$1.5 million are currently awarded to undergraduate and graduate students across the University.
- **Internships and Job Placement** – Employer partnerships are a key component in the success of WP students. The Career Development Center offers a number of ways to showcase employers and can assist in finding excellent candidates for internships and job placement.
- **The College of Adult and Professional Studies** – 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, 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 percent online MBA program and the 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 10,000 students and nearly 89,000 alumni throughout New Jersey, the nation, and the world. We offer a wide range of undergraduate, graduate, and certificate programs through our four academic colleges, as well as the Honors College and the College of Adult and Professional Studies.

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