



TRANSATLANTIC PROGRAM

TAP Sponsorship Level: Endowed Scholarships

Sponsors of endowed scholarships will be given exposure to the German American business community, universities, students & alumni. They provide the overall program costs for one or several students to participate in the TAP, which include:

- ◆ 10-day Immersion Seminar in Berlin featuring daily interactive German language instruction, intercultural training, visits to companies and organizations, discussions with representatives from German business and politics and day trips to further key cities, such as Hamburg and Rostock.
 - ◆ Internship placement in German companies or organizations
 - ◆ Midterm Seminar offering a review of internship experiences with a professional cross-cultural coach
 - ◆ Annual Alumni Reunion in Chicago
- The participant(s) which most closely match(es) your corporate profile and expectations will receive your company name as a title, e.g. *the Daimler Scholar John Smith*. Most participants are junior or senior undergraduate students of (international) business, economics, engineering, international relations.

Benefit description	Amount in package
Your company name will appear as your scholar's title wherever the chosen participant is listed: <ul style="list-style-type: none"> • On TAP website (www.transatlanticprogram.org) under the link: "Participants of the Transatlantic Program" • In participant profile in TAP brochures 	Listed for 12 months and in the following years listed under the link to the participants of the respective TAP year 300 printed per year Distributed to all TAP participants & their universities and companies, organizations & ministries in Germany
<input checked="" type="checkbox"/> If applicable, you are welcome to invite one or more promising TAP participants to intern at a German branch/subsidiary of your company . Ideal for training and recruitment of personnel proven to be suitable through previous experience with the candidate working for you.	
<input checked="" type="checkbox"/> Through your scholars you will have facilitated access to their respective campus for recruiting related and informational activities.	
<input checked="" type="checkbox"/> Your logo/signage/ID will be displayed in the following media.	
Benefit description	Amount in package
ID on back cover of TAP brochures	300 printed per year Distributed to all TAP participants & their universities and companies, organizations & ministries in Germany
ID in TAP application packages	Distributed to university faculty members and all students interested in applying for the TAP at 500+ universities
ID in TAP newsletters	4 newsletters/year circulation: 400 (No. of recipients increasing continuously)
Your ID on website TAP website at www.transatlanticprogram.org	ID & link placed for 12 months
Display of ID on Partner Thank You Sign in conference room and Partner Mention during the initial TAP Immersion Seminar in Berlin, Midterm Seminar in Cologne & annual alumni reunion in Chicago	Immersion Seminar: 10 days Midterm Seminar: 3 days Alumni Reunion: 2 days

ANNUAL GRAND TOTAL PER ENDOWED SCHOLARSHIP: \$7,500.

Accounts for all benefits listed above, including availability of customization.

Basis for prospective partners to determine whether the opportunity meets their specific objectives.