



## OVERVIEW

In 2019, friends of Alex Sonnenberg conceptualized the Sonnenberg Scholars Program to honor Alex's memory and build a lasting legacy.

## WHAT IS THE SONNENBERG SCHOLARS PROGRAM?

- The scholarship will support exceptional students through the MBA program at Rice Business. We rely on the generosity of donors like you to help support this important mission.
- In addition to the tuition and living stipend provided through the scholarship, recipients will have exclusive access to a high-level group of Houston's business and civic leaders—those tight friends who loved and supported Alex during his time in Houston.
- The Sonnenberg Scholars Program is poised to become one of Rice Business's premier scholarships.

## WHY RICE BUSINESS?

- Alex lovingly and enthusiastically embraced Houston as his adopted hometown and had a remarkable impact on many Houstonians.
- Rice University is the preeminent institution of higher education in Houston, and Rice Business is the most competitive graduate business school in all of Texas and surrounding regions.
- Rice Business is one of the most-recognized military friendly MBA programs among nationally ranked business schools.

## THE SONNENBERG SCHOLARS PROGRAM OBJECTIVES ARE TO:

1. **Honor** the years of service Alex Sonnenberg dedicated to our country through his elite military career.
2. **Celebrate** Alex's memory, his zeal for life and the indelible impact Alex had on those who knew him.
3. **Pay forward** Alex's unwavering compassion for his brothers and sisters, his authenticity and his overall commitment to excellence.
4. **Recruit** unconventional veteran MBA candidates to Rice Business.
5. **Develop a pipeline** of talented young executives connected to the Houston business community through customized recruitment efforts, mentoring relationships and private networking opportunities.
6. **Create a community** similar to the community that so warmly welcomed Alex to Houston, and that Alex was so dedicated to sustaining and growing during his lifetime. Once endowed, Sonnenberg Scholars and its investors will work together to cultivate an active mentoring network to ensure that unconventional MBA students can lend their creativity and brilliance to Rice University, Houston and beyond.
7. **Recruit** talented people to live and work in Houston.

**Sonnenberg Scholars will be unconventional students who have served their country through military or government service and display traits that Alex embodied, including:**

- A unique experiential background
- Humility
- Integrity
- Intelligence
- Strong work ethic
- Leadership
- Determination
- Honesty
- Appreciation for life
- Kindness and friendship to all

**Qualified candidates for the Sonnenberg Scholars Program will draw from a broad pool of applicants.** Because of the powerful local network surrounding the program, made up of donors and friends to the Sonnenberg scholarship fund, Sonnenberg Scholars will likely remain in Houston after completing the MBA program at Rice and contribute to enriching our local community.

The Sonnenberg Scholars Program will honor the memory of Alex Sonnenberg and remind all who pass through McNair Hall that Rice Business is a one of the top schools in the U.S. for veterans and unconventional students.



## YOUR INVESTMENT IN THE SONNENBERG SCHOLARS PROGRAM

*Pledges are payable over a period of one to five years.*

### **\$250,000+**

Donors at the \$250,000+ level will receive a gold-finished Sonnenberg Scholars Coin.

### **\$100,000+**

Donors at the \$100,000+ level will receive a silver-finished Sonnenberg Scholars Coin.

### **\$50,000+**

Donors at the \$50,000+ level will receive a bronze-finished Sonnenberg Scholars Coin.

### **\$10,000+**

Donors at the \$10,000+ level will receive a Sonnenberg Scholars recognition piece for display.

**BUSINESS.RICE.EDU**