

Host an Intern to Equip Students for Future Success

Mission

At the 4A's Foundation, our mission is to celebrate, equip and connect a community of diverse talent from high school to mid-career and beyond through educational and advancement opportunities.

Since 1973, MAIP has provided over 4,500 interns with valuable experience in advertising, marketing, and related industries. The 22-week fellowship offers professional training, coaching, a paid internship, and portfolio development to prepare diverse undergrad, grad, and portfolio students across the U.S. for success.

4,500+

MAIP alumni worldwide

20+

advertising specific disciplines represented

240+ hours

of virtual training pre-internship completed by MAIP fellows

87%

of MAIP Fellows in 2023 were placed in the industry.

\$1.2M

contributed to economic growth by MAIP fellows in 2023

About Our MAIP Fellows

Our Fellows are college junior, senior, graduate school or portfolio school students in advertising, marketing and related industries.

“MAIP has done so much for me I cannot even put it into words. Thank you 4A's Foundation MAIP team and organization for the life-changing experiences, friendships, and learning opportunities!”

Aislan Lennon, MAIP 2024 Fellow

“I entered MAIP with no previous agency experience. This has been the best way to enter the world of advertising.”

Anushka Jariwala, MAIP 2024 Fellow

“The MAIP fellowship gave me a newfound confidence in my abilities to succeed in the advertising industry. Learning about the different facets of the industry and meeting people within this industry reignited my passion for advertising.”

Christine Holley, MAIP 2024 Fellow

“MAIP helped me understand who I am as a leader and creative.”

Kaia Milkulka, MAIP 2024 Fellow

Become a Host:

MAIP hosts provide a full-time paid internship from June through August 2025, and support our interns as part of the 4A's Foundation fellowship program. If you are committed to nurturing best-in-class diverse students interested in advertising, marketing and creative industries, hosting a MAIP intern is a great way to invest in the future of your organization.

Your investment includes:

Screened Applicants:

Hundreds of applicants are vetted before selecting your MAIP Fellow(s) to minimize the time spent on talent acquisition.

Expert Training: Students receive ~240 hours of training prior to the start of the internship

Program Mentorship:

Students are connected with MAIP alumni for mentorship throughout the program

Brand Exposure: Numerous opportunities for Hosts to reach a broad diverse talent audience for future talent acquisition

Ongoing Programming and Professional Development:

Fellows have access to continuous learning opportunities including brand-sponsored workshops, networking events, and skill-building sessions

End-of-internship Program & Career Resources:

The 4A's Foundation provides a structured end-of-program experience called Face of Talent to help interns transition to the next stage of their professional journey.

Community Building:

The fellowship focuses on shared experiences, including networking with industry leaders and collaborative projects, to build a strong community that continues after the program.

New for Hosts in 2025

Improved Program Timing: MAIP hosts will select their interns and provide offers in Feb 2025

Host Profiles: Hosts will be able to showcase their organizations to MAIP applicants on our selection technology platform, which allows applicants to understand - and get excited about prospective host organizations.

Better Matching: Within our selection technology platform, hosts and fellows will have a mutual "match" opportunity to better align talent with hosts' needs. Hosts will continue to have the opportunity to review the full breadth of MAIP candidate applications.

Simplified Selection and Offer Extension: Hosts will be notified within 24 hours whether their fellow has accepted their offer.

Program Overview

MAIP Virtual Spring Training: Hosts can offer self-paced training on industry disciplines to prepare fellows for the field.

MAIP Labs: Hosts can lead targeted development sessions for MAIP fellows, with support from the 4A's Foundation team.

The Face of Talent: Hosts can join a week-long series of celebration and networking events tailored for the current MAIP fellow cohort.

- **MAIP Career Fair:** The career fair allows partners to meet and connect with MAIP fellows virtually, with the ability to schedule 1:1 interviews with as many Fellows as possible.
- **MAIP Greenhouse:** An online portfolio review connecting creative recruiters with MAIP fellows interested in creative disciplines.
- **MAIPCon:** A virtual conference where 4A's Foundation partners share industry insights, trends, and recruitment resources with current MAIP fellows.
- **Talent E-Book:** A digital resource featuring MAIP fellows' resumes, LinkedIn profiles, personal statements, and portfolios, used for recruiting entry-level talent.

To request additional information about hosting a fellow or sponsoring the program, please reach out to our partnerships team: Shivani Patel: spatel@4as.org or Jacquelyn Green: jgreen@4as.org.

The 4A's Foundation is a 501c3 organization. All fees paid for MAIP, except travel costs, are tax deductible.

Feedback from MAIP Hosts

“ We have loved the MAIP program and have prioritized hiring MAIP Alumni.”
- *Disney Experiences*

“ We've been very happy with MAIP and always try to bring them on.”
- *R/GA*

“ We do not have our leaders interview our MAIP interns. We rely on the fact that they are rigorously assessed, they are screened, they are vetted. That is not something we want them to go through again. We're confident, and this summer shows that they are ready to do this work.” - *Dentsu*

“ We always have a great experience with our MAIP fellows and the entire process.” - *Alma*

2025 Costs

The 4A's Foundation's holistic approach to workforce development is what differentiates our fellows, and ensures that our host organizations work with individuals who are industry-ready, equipped to contribute meaningfully and set up for future success. For an intern local to your office location:

\$3,922 4A's Member

\$4,937 4A's Non-member

Hosts who select fellows that are located outside of a commutable distance to the host location will have an incremental fee of \$5,170 for travel and accommodations.

Sponsorships are priced accordingly.