Dear Sir/Madam,

I am contacting you on behalf of XXXXXX at Arts University Bournemouth. \*Include some background information on your society, what you do\*

\*Introduce what you want sponsorship for – what activities do you do? Have you done them before? How will your society benefit students?

\*What makes your society unique and attractive to your sponsor? Try to hook them – amazing opportunities for students that they talk about and share with friends? Do you reach loads of students thus maximising promotional reach? Would your students have a specific interest in this company? What have been your previous successes?

\*Let them know that you are looking to secure a sponsor for your club/soc. Why would they want to sponsor you – tell them about how this is a good opportunity for them and why you’re asking them specifically – do you think you have a similar ethos? Do you go on trips or enter competitions, which would bring their brand off campus too? Do you think your members are the right audience for them? Are you looking to partner with local businesses? Etc.

\*Do you have specific sponsorship deal in mind – i.e. you need hoodies for members, you can offer X sponsorship pack, you want to make your club/soc more affordable and appealing to students. Pay for resources, venues or equipment? Let them know what you can do for them – why should they sponsor you?

\*Get specific – how would the sponsorship work? Do you want a monetary donation? Resources? Just hoodies? What are the benefit of these things for you? –end on a positive! Sell it as a great opportunity for them to do some good, whilst benefitting themselves.

We would be honoured if XXX came on board as our \*club/society\* sponsor and I look forward to hearing back from you shortly.

Many Thanks,

XXX

Your committee position & society/club