Fern Barrow, Poole, Dorset

BH12 5BB

T: 01202 965765

W: www.subu.org.uk

E: subu@bournemouth.ac.uk

[INSERT DATE]

[SPONSOR NAME]

[SPONSOR ADDRESS]

[SPONSOR ADDRESS]

[SPONSOR POSTCODE]

**RE: SPONSORSHIP OPPORTUNITY– [INSERT CLUB/SOCIETY NAME]**

Dear [Sir or Madam, OR NAME OF CONTACT IF KNOWN],

My name is [YOUR NAME] and I am the [YOUR COMMITTEE ROLE] of the Students’ Union a Bournemouth University [YOUR CLUB OR SOCIETY]. As with any student group we want to provide the best experience possible for our members and to do this we need the support of external parties. With this in mind, we are currently looking into potential sponsorship opportunities for the 2020/21 academic year.

Attached to this letter is a brief proposal giving you a bit more information about [YOUR CLUB OR SOCIETY] and details of sponsorship opportunities with us. These details include ideas as to what you may be able to do to help us, and what our group can do for your business.

If you are interested in working with us during this year, or would just like some more information, do not hesitate to get in touch with us to discuss things further. You will find my contact information below.

Sincerely,

[IYOUR NAME]

[YOUR ROLE]

On behalf of [INSERT CLUB/SOCIETY NAME]

[INSERT YOUR CONTACT DETAILS

**[Your club/society Name]**

|  |  |
| --- | --- |
| **1** | **[Club/society Name] Background** |
| *Tell the potential sponsor about your group* | |

|  |  |
| --- | --- |
| **2** | **Past achievements of the [Club/society Name]** |
| * *Awards / Titles won* * *Large events / trips that you have organised* * *Number of members if substantial, money turned over through the club* * *Money raised for charity/ community work* | |

|  |  |
| --- | --- |
| **3** | **[Club/society Name] Aims for this Academic Year?** |
| *Your aims and objectives. Anything relevant to the potential sponsor* | |

|  |  |
| --- | --- |
| **4** | **What the [Club/society Name] can do for you?** |
| *Include here the benefits of them sponsoring you – this is a good place to insert your society’s sponsorship options; think about advertising, attendance, aiding with activities or promotion* | |

|  |  |
| --- | --- |
| **5** | **What you can do for the [Club/society Name]?** |
| *What would you ideally like from the sponsor, include what you plan to do with the sponsorship if successful. How can they help you if it’s not financial (providing equipment, discounts etc.). How it will benefit your members and club / society* | |

|  |  |  |  |
| --- | --- | --- | --- |
| **6** | **Signature of Approval** | | |
| **Signature on behalf of student group** |  | **Signature on behalf of SUBU** |  |
| **Name** |  | **Name** |  |
| **Position** |  | **Position** |  |
| **Date** |  | **Date** |  |