Bucks Students' Union

Queen Alexandra Road

High Wycombe,

 Bucks, HP11 2JZ

*[INSERT DATE]*

**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 ROLE]** of the **[YOUR CLUB OR SOCIETY]** at Bucks Students’ Union. 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 avenues for the 2019-20 academic year.

Attached to this letter is a brief document giving you a bit more information about our **[club/society]** and details of sponsorship opportunities with us. These details include suggestions as to what you can do to help us, and equally, what our **[club/society]** can do for your business.

If you are interested in working with us during the coming year, or would just like some more information, do not hesitate to get in touch with us to discuss things further, or perhaps to arrange a meeting.

Yours sincerely,

**[YOUR NAME] [YOUR ROLE]**  On behalf of **[INSERT CLUB/SOCIETY NAME]**

**[INSERT CONTACT DETAILS]**

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Sponsorship proposal

**[INSERT NAME OF CLUB/SOCIETY]**

|  |  |
| --- | --- |
| 1 | **[INSERT NAME OF CLUB/SOCIETY]** background |
| Use this space to give a brief background on your club or society. Such as when it formed, number of members or events that you hold… | |
| 2 | Past achievements of **[YOUR CLUB/SOCIETY]** |
| Use this space to give details of any awards/titles won, money raised, partnership work etc… | |
| 3 | **[YOUR CLUB/SOCIETY]** aims for 2019-20 |
| Include your aims and objectives or anything that would be directly relevant to the potential sponsor… | |
| 4 | What the **[YOUR CLUB/SOCIETY]** can do for you |
| Include the benefits of their sponsorship and what you can provide… | |
| 5 | What you can do for the **[YOUR CLUB/SOCIETY]** |
| What you plan to do with the sponsorship, how they can help you in non-financial ways, how it will benefit the members of your club/society… | |