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 the event that you want sponsorship for – what is it? How does it work? Have you done it before? How will it benefit students?

\*What makes the event unique and attractive to your sponsor? Try to hook them – amazing opportunities for students that they talk about and share with friends? Does it support a good cause? Does it reach loads of students thus maximising promotional reach? Has it been a successful event in the past?

\*Let them know that you are looking to secure a sponsor for this event. 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 think your event has the right audience for them? Is it local and community-focused? Are you looking to partner with local businesses? Etc.

\*Do you have specific sponsorship deal in mind – i.e. you need t-shirts for the event, you can offer X sponsorship pack, you want to make the event more affordable and appealing to students. Let them know what you can do for them.

\*What are you looking for in return? Money? Prizes? Resources? Just t-shirts? What are the benefit of these things? To reduce ticket prices? Make the event accessible? Reach more people? Help with promotion?

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

Many Thanks,

XXX

Your committee position & society/club