



BRIGHTON
STUDENTS' UNION

EXAMPLE : Follow up phone call after sending an email with a marketing plan – Have marketing rates and options ready if you need to explain them in detail and

YOU

Good morning. My name is [name], and I am an elected committee member from the Society, part of the University of Brighton Students' Union.

We have identified some key businesses that we would like to work with as part of a sponsorship partnership. Your company complements what we do as a society and we would like to offer you a unique opportunity for you to work with us and connect your organisation and your brand with them. Did you receive my email with the marketing options that I attached.

Manager

Can you please give me a breakdown of what this about again quickly?

YOU

By sponsoring our club from the University of Brighton Students' Union, you are being endorsed by the Students' Union and your organisation will be seen by thousands of Brighton students.

Manager

What would I get?

YOU

I will send you the marketing plan again via email, this has the breakdown of all of the opportunities and we'd be happy to go through them if you'd like to change one or several of the elements. This includes a mix of printed and digital communications to our members and the wider student community.

Your organisations logo will be seen across many areas at events where we talk to students face to face, this includes Freshers' Fair at the Amex stadium (up to 8000 students), Refreshers' Fair (Cockroft Hall – 2500 students) and our end of year ball too which has all over 60 attendees last year at the Grand Hotel, Brighton. Would you like to meet and go over the options?

Manager

Thank you, however I will talk it over with my colleagues and I will get back to you soon if we'd like to move forward.

This type of approach is a good initial way of talking to a potential sponsor and showing how confident you are when it comes to talking about your group. However, it does not guarantee you sponsorship so please use it only as an example and your follow up emails are fundamental to having a two way dialogue with the prospective sponsor.