



BRIGHTON
STUDENTS' UNION

EXAMPLE : Letter

Dear *[name, address and contact details]*

I am the *[Committee position stated]* with the society / club at the University of Brighton Students' Union.

Thesociety / club offers numerous ways to target students at the University of Brighton during the semesters including Freshers' events at the Amex Stadium to drive memberships.

This package that we can offer is for 9 months so your business can receive constant exposure especially at key times of the year such as Freshers' 2017. *[package below is an example]*

- Clothing - Your logo on all of our personalised Tshirts and Hooded tops – seen by up to 22,000 students during socials and daytime activities as well as our own events and Freshers events
- Posters and flyers – Your logo on all posters and A6 flyers used to promote the Society meet ups / socials / Ball. These posters and flyers will be displayed for a two week campaign across our campuses 3 times over the year
- Plasma screens in bars - Your logo on all landscape plasma screen adverts used to promote the society. This will be displayed in the Students' Union high footfall bars called The Hive and The Starting Gate building that has thousands of students through the doors every day.
- Website - Your logo on our society section of Brighton Students' Union website and a link through to your company website to drive student traffic to your site. Brighton Students' Union website receives an average of 30,000 pageviews every month.
- Email – Your logo and brand message to be part of every email sent to all of our society / club members bi-weekly.
- Media Stall – Your promotional stall can be positioned inside the main entrance to our Event / ball and in addition, your logo will appear at each table plan too.

This is an unmissable opportunity to create an ongoing partnership withSociety and *[company name]* and hope you see us as an ideal partner to work with for the forthcoming year.

If you are interested and you would like to discuss this opportunity in more detail, then please email me at for more information.

I look forward to speaking to you soon.

Best wishes,

[Your name, address and contact details]