

Clubs & Associations Sponsorship/Partnership Resource Package

WILFRID LAURIER UNIVERSITY

**STUDENTS'
UNION** 

CLUBS & 
ASSOCIATIONS

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Questions or Concners?

Contact Your Respective
AVP: Clubs & Associations!

Brantford Clubs & Association: suavpcab@wlu.ca

Waterloo SU-Based Clubs: suavpcaw@wlu.ca

Waterloo Faculty-Based Clubs & Faculty

Associations: suavpfaw@wlu.ca



Initial Outreach

There are 3 main contact methods you can use, all of which have different benefits & challenges.

1. Cold Emailing
2. LinkedIn Messaging
3. Using Your Network!

Pick the one that feels right for you!

Things to Prep in Advance:

- Your Clubs Value Proposition (Page 10)
- Event information (if applicable)
- Your ask - what do you want out of this partnership?

How To Leverage Your Network

- Use the club's network to your advantage, if the club has had sponsors in the past, it is always a good idea to reach out to them again and see if they would like to work with you.
- Your personal network is also super helpful! Try reaching out to people you know in a given industry, or connections from your connections (and beyond)! Your network is bigger than you think it is, so try to use it where you can.

Reaching out Through Email: The Basics

- Keep initial outreach emails brief, long emails may not be read!
- Always include some context on your club, this could be your values, and the value you can provide the person/company that you are reaching out to.
- Be mindful of when you are sending emails (schedule send is a great tool, avoid evenings and weekends, and mornings are always best!)
- Make sure you understand who you are communicating with, and then adjust your tone accordingly - do you need to be professional or can you be more relaxed?
- **The goal of any cold email should be to start a conversation and build a rapport, with the end goal of setting up a call!**
- If after about a week you haven't heard back, it is okay to follow up!
- Need to find an email? hunter.io is a great resource to find email formats and domains!

Want some email inspiration? Check out the next page!

Sample Email Messages

General Email Template

Hi NAME,

I was contacting you today about our club CLUB NAME and an upcoming event we have. CLUB NAME is the CLUB DESCRIPTION at Laurier. We run different events each year with the purpose of INSERT YOUR CLUBS MISSION/GOALS. Our upcoming event, EVENT, is a INSERT EVENT DESCRIPTION! I am reaching out today because we would love to partner with COMPANY for our upcoming event! We think COMPANY would be a great fit for our event as INSERT REASON & VALUE PROPOSITION. I would love to connect more about our club could work with you going forward!

Looking forward to hearing from you!

Best regards,

YOUR NAME



Sample Email Messages

Alumni Outreach Example

Hi Name!

My name is YOUR NAME and I am the POSITION on CLUB at Laurier! Not sure if you are familiar with CLUB from your time at Laurier - we are INSERT DESCRIPTION. I am reaching out to you today on behalf of CLUB as we value the importance of building connections between our alumni and students. We are looking to expand our alumni network and would love to have you join! We host many amazing student events and would love to create some form of engagement with yourself and COMPANY. We think you/COMPANY would be a great fit for our event as INSERT REASON & VALUE PROPOSITION.

I would love to chat more if you are interested - let me know.

Take care and Go Golden Hawks!

YOUR NAME



Reaching out Through LinkedIn

The Basics:

- Reach out & connect with new people, and always include a message!
- Find people in organizations you want to work with, there are a ton of search features to use!
- Make sure you have set up your profile with things like a headshot, and info about you!

Message Templates

Initial “Connection” Message

Hey NAME! My name is YOUR NAME and I am reaching out on behalf of the CLUB from Wilfrid Laurier University. We would love to create corporate engagement with COMPANY - we host many student events throughout the year that may interest you. I would love to chat more!

Note: This message fits in the “send with invite” message field on LinkedIn, so it is a great first message! It may be a good idea so send a more thought out messages once you have connected!



Sample LinkedIn Messages

LinkedIn Outreach

Hi NAME!

I was contacting you today about our club CLUB NAME and an upcoming event we have. CLUB NAME is the CLUB DESCRIPTION at Laurier. We run different events each year with the purpose of INSERT YOUR CLUBS MISSION/GOALS. Our upcoming event, EVENT, is a INSERT EVENT DESCRIPTION! I am reaching out today because we would love to partner with COMPANY for our upcoming event! We think COMPANY would be a great fit for our event as INSERT REASON & VALUE PROPOSITION. I would love to connect more about our club could work with you going forward!



Sample LinkedIn Messages

Alumni Outreach Example

Hey NAME! My name is YOUR NAME and I am the POSITION on CLUB at Laurier! Not sure if you are familiar with CLUB from your time at Laurier - we are INSERT DESCRIPTION. I am reaching out to you today on behalf of CLUB as we value the importance of building connections between our alumni and students. We are looking to expand our alumni network and would love to have you join! We host many amazing student events and would love to create some form of engagement with yourself and COMPANY.

I would love to chat more if you are interested - let me know.

Take care and Go Golden Hawks!



You Set Up a Call, Now What?

- Respect peoples time, these are busy people so try to keep the conversations to 30 mins max, and don't be late!
- Send a confirmation email the morning of the call, this both confirms things for you but also gets the other party thinking about things before you are actually in the conversation
- Send a calendar invite, make sure you include a Meeting Link (Zoom, Teams, Google Meets, etc.)
- In the meeting, really focus on the Value Proposition of your club to the organization (Page 10)
- Make sure you are camera on! And be mindful of your zoom background, make sure it is as professional as possible.
- Business Casual/Smart Casual is probably best for these meetings
- By yourself, yes these meetings are professional in a sense, but still try to bring energy and enthusiasm
- Send a thank you/follow up email after the call.



Let's Talk Value Proposition!

- Take some time to discuss with your team what you believe your value proposition is to a potential partner.
- This is where you will outline why a company or organization should give you money or whatever else you are asking for!
- Focus on how your events/initiatives/reach on campus can be beneficial to them as a partner – no one will give you a sponsorship just because!
- Try to quantify your value where you can (i.e. previous event attendance, social media reach, number of members, etc.)
- Make your Value Proposition unique – you want to focus on why a company should give YOU a sponsorship, differentiate yourself from other Clubs at Laurier, and other institutions.
- Highlight any common values or goals you share with the organization you are speaking with/reaching out to!
- **Don't sell yourself short – on campus organizations like clubs provide immense value to students, and can provide a lot of value to external organizations as well! Sell that value and hype yourself up!**



Tips & Tricks

- Proof read everything!
- Set goals early, this gives you something tangible to work towards
- Stay organized, and do your best to track the outreach that you do! This can be done in things like a spreadsheet, notion, or a CRM.
- Don't be too hard on yourself – rejection is a big element of this work. You might get 15 no's before you get a yes, but that is okay!
- Career Centre Support: the Career Centre is generally happy to work with student organizations to bring external people and companies to campus.
- It may be best to introduce any financial ask when you are on a call or in a meeting, rather than in an initial email.

Things to Note

- Some larger companies might have a more formal sponsorship process, generally if you email or message someone, they will direct you there if needed!
- Make sure your “ask” is reasonable for the organization that you are speaking with, while a \$1,000 ask might be right for a large company, it probably isn't a good idea if you are talking to a small business.

Sponsorship Process Overview

- Your club can work with the potential partner regarding the terms of your sponsorship or partnership, provided those terms follow all policies and procedures laid out by the Clubs & Associations Department.
- All sponsorship agreements must use the Sponsorship Contract Template, found [here](#).
 - ALL Contracts must be signed by the VP: Clubs & Associations
 - Please ensure that your sponsor is aware that changes may need to be made to any agreements as determined by Clubs & Associations Department Staff.
 - All financial information required for the payment of a sponsorship is included in the sponsorship contract.
- For easiest approval, sponsorships should be event based if they involve a vendor or company coming to campus. If you are looking into a sponsorship that is not event based, please connect with your respective AVP.
- If you have questions about this process, please contact your respective AVP: Clubs & Associations.