Sponsorship Proposal

Freshmen Business Association

The University of Texas at Austin

2013-2014

Keeping Business Fresh Since 1993

Welcome Message

Dear Sir or Madam:

We would like to thank you for showing interest in the Freshmen Business Association at the University of Texas at Austin. FBA, the largest professional organization open to all freshmen interested in business, is dedicated to offering freshmen the resources needed to succeed in business and life. FBA encourages its members to be proactive academically and professionally by exposing them to all the opportunities McCombs has to offer while maintaining a fun social environment to provide strong friendships and lasting memories. As we enter our 20th year at the University of Texas, we would like to cordially invite you to work alongside us as a sponsor for FBA.

By supporting FBA, your company will be offered many opportunities to increase its visibility on campus, recruit members, and host or sponsor an event. On next two pages, you will find a brief summary of the events planned for the upcoming school year as well as the many ways your firm can help in benefitting from FBA. This is a great way for your company to be involved in the McCombs School of Business and reach the freshmen community.

We truly appreciate your time and consideration for our organization, and we look forward to working with your company in the future. If you have any questions, please feel free to contact through email or phone.

Respectfully,

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Financial Officer
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Flexible Sponsorship- $250+

- Company's name recognized at meeting for sponsorship
- Company's name and link posted on the FBA website for 2 semesters
- Donations will be spread across various programs decided by the FBA Officer board, including:
    - October boat party
    - December semi-formal dance
    - Distinguished members' events
    - May end-of-year FBA dinner
    - Various other social events and meetings throughout the year
    - Company representatives invited to end-of-year FBA dinner

General Meeting Sponsorship - $500

- Company recognized at meeting for sponsorship
- Company can present for 30 minutes at general meeting
- General meetings are held biweekly on Mondays from 6:00 – 7:00 p.m. at the McCombs School of Business CBA 4.348
- Dates for meetings:

<u>Fall:</u>

September 9, 2013
September 23, 2013
October 7, 2013
October 21, 2013
November 4, 2013
November 18, 2013

<u>Spring:</u>

January 20, 2014
February 3, 2014
February 17, 2014
March 3, 2014
March 24, 2014
April 7, 2014
April 21, 2014

Benefits

- Company's name and link posted on the FBA website for 2 semesters
- Company information written in corresponding FBA's biweekly newsletter
- General meeting expenses include food, supplies, and marketing materials
- Company representatives invited to end-of-year FBA dinner

Mock Interview Sponsorship - $400

On November 11, 2013, FBA will be hosting mock interviews for all of its members, and we would like to invite a company to host the interviews and provide feedback

- Company's name recognized at meetings and advertisements for event
- Company's name and link posted on the FBA website for 2 semesters
- Company representatives invited to end-of-year FBA dinner

Case Competition Sponsorship- $1000

- In Spring 2014, FBA will be hosting a case competition open to all freshmen and sophomores at the McCombs School of Business, and we would like to invite a company to write a case and judge the competition
- Company's name recognized at meetings and advertisements for event
- Company's name and link posted on the FBA website for 2 semesters
- Company will be given resumes of all participants in the competition
- Company representatives invited to end-of-year FBA dinner