

WVC CLUBS: SPONSORSHIP PACKAGE



CAMPUS CLUB GUIDE TO SPONSORSHIPS

STEP 01

Identify which local businesses or organizations you can reach out to

- Make a list of the businesses you can reach out to and what you can ask them to sponsor. This could be either local businesses or larger chains in your region. For instance, you can contact local coffee shops, bakeries, bubble tea stores, grocery stores, pub / restaurants, libraries etc.
- You can start by reaching out to any personal connections to businesses within your team. Businesses that serve students near campus can also be good places to reach out to since students are a prime component of their customers, providing a good incentive for sponsorship.
- Along with businesses, you can also partner with other campus clubs or organizations that share your mission and have more resources.

STEP 02

Think about the organizations/ businesses you are reaching out to and identify their key priorities.

- Companies are always curious about the value they would benefit from sponsorship. When reaching out to businesses, it is important to clearly outline the opportunities your club will provide for them to elevate their brand, reach their desired customers, and provide opportunities for employees to engage in a global mission.
- Some businesses might have key causes that they are aligned with or are more likely to support. It is important to understand how WVC's priorities intersect with that of the business.
- It is also important to think about concrete ways the business will benefit from this partnership. For example, by featuring the company's logo and signage, the event can help increase brand awareness, specifically amongst students.

STEP 03

Defining your event, reach, and main asks

- Generating an elevator pitch for your event: How would you describe your event and its impact in a few sentences?
- How many people will be attending your event or how many people will your event reach and benefit? It is important to have specific numbers and show that your event will be impactful in the community.
- What are your main asks from the company? This can be monetary funding or gifts-in-kind. Gifts in kind refer to a sponsorship of space, venue, food, decorations, or other products and services that were either valuable to your event or that you can fundraise with.

STEP 04

Creating a sponsorship package (OPTIONAL)

- The next step is combining your asks and the benefits you can provide the business. A sponsorship package can be an effective way to communicate this information.
- This package often contains information about the event (details about the event's purpose, expected attendance, and impact), concrete ways the /business will benefit from the partnership, and your specific asks
- We can provide an example as well Here's an example of what a sponsorship package looks like: [2024 YouthVisionSummit Digital Draft3.pdf](#)

STEP 05

Email the business

- Email contacts responsible for the company's sponsorship and partnerships, marketing or HR if possible.
- It is important to keep the email brief, introducing WVC, describing the event and the assistance you are seeking. You can also attach a sponsorship package with the email if your club has one.
- You can end the email by asking for a meeting to discuss the partnership further.
- If you do not get a response from a business after your first email, do not worry! This is / normal since businesses are busy. You can send a follow-up email, call the business, or visit in person within 3 to 4 days of not receiving a response.



SAMPLE OUTREACH EMAIL TEMPLATE

✉ | New Message | — ↗ ✕

← → ↻ [] ★

To: [] cc: [] bcc: []

Subject: []

Dear [],

Hope you are doing well! My name is [insert name] from World Vision [Chapter Name]. We are a group of students passionate about creating a safe and enriching environment for the most vulnerable children globally. We are currently planning an event/fundraiser to [talk about the event's purpose in a few lines]. I am reaching out to request your support to make this event possible. We would love to have you as a sponsor because of your commitment to [child welfare]. As a sponsor, we will feature your logo on our promotional material, and you will have the opportunity to reach [x] students through this event by showing your commitment to building a better world. Please let me know if you are interested, and I would be happy to discuss the details of the sponsorship further.

Thank you for your consideration, and we are looking forward to hearing from you.

Best,

[Sign Off]

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SAMPLE SPONSORSHIP PACKAGE TEMPLATE

Introduction to World Vision Canada and Campus Club(s)

World Vision is a global relief, development and advocacy organization dedicated to helping the world's most vulnerable children, families, and communities in close to 100 countries to experience the fullness of life by tackling the causes of poverty and injustice. As a World Vision Canada campus club, we are a group of youth advocates from [school/university name] committed to fundraising, spreading awareness, and advocating for global causes.

About the Event and Fundraiser

(Goals, objectives) (How many people you're trying to reach, \$ you're trying to raise)

On [October 27th], our team is planning a [what is the event and what are its objectives?] conference to build awareness and amplify voices on Global Hunger. Through this half-day event, we hope to organize advocacy workshops, invite humanitarian speakers from the field, and provide a platform for over 50 young advocates to network with each other. We are committed to equipping students with the tools needed to stand in solidarity with vulnerable children around the world experiencing hunger.

Sponsorship Ask

(Monetary, Gift Cards / Coupon Codes, Services to offer, Products to sell/raffle)

We are reaching out for [what are you looking for through the sponsorship?] baked goods and coffee to serve as snacks for students attending the conference. Additionally, we will be running a raffle during the event for students who donate to the cause. We would appreciate any gift cards or coupons we could include in our gift basket for the raffle winner.

Additionally, we will be offering attendees swag bags, and welcome any merchandise or products to include in the bag.

"What Businesses will get"

(Brand promotion, logo feature, social media)

All sponsors of the event will have their logos featured on all our promotional materials, which will be circulated amongst over 1000 students and featured on our social media platforms. Logos will also be included in all our programming materials and banners included in the event. Organizations funding over \$1000 in goods or monetary value will also be able to host a booth at the event venue, offering the business in person interactions with students and access to foot traffic during the event.

Who will your business reach

(Number of people who will attend/demographic information)

With an expected attendance of [x] students, your coffee shop will have the opportunity to directly reach Generation Z university students between ages [17 to 23] who are frequent coffee consumers. Furthermore, you would be aligning your brand with international development and social justice amongst future leaders and influencers. Our partnership will enhance your corporate social responsibility impact and generate lead customers for your business.

Next Steps + Conclusion

(Alignment on our event and the business' goals) + Contact

We appreciate your consideration of this partnership and look forward to working with you. If you are interested in becoming a sponsor, please contact us at [insert email] by the end of [September]. We would appreciate meeting with you, and finalize the details of the sponsorship by [October 7]