 **INSERT CLUB LOGO**

Subject: Kellogg Corporate Sponsorship Opportunity

Insert Greeting,

[Insert Welcome Statement: Include *club overview, goals*, *success highlights*, *history,* or *key events*]

**SAMPLE**: The *ABC Club* has a tradition of collaborating with industry to enrich the experience of our members, building knowledge beyond the classroom. We hope to develop a partnership, which benefits both Kellogg students and your organization. In the coming year, we welcome the opportunity to collaborate with you on an educational event to our community as a Lunch & Learn partner. Providing students the ability to learn first-hand from *COMPANY NAME* representative(s). (Specific names, titles, subject matter to present on, etc.)

**Kellogg Lunch and Learn** event opportunities are aimed at educating students about a specific topic. ***TIP: BE SPECIFIC****. Refine the below for your particular industry areas of interest. What will entice your peers to attend and fill a room?* Speaker events typically include 20-25 minutes of content with 15-20 minutes reserved for Q&A.

Sample topics include:

* *Company Overview and Personal Success Story*
* *Strategy or Industry Trend/Overview*
* *Career Preparation Session*
* *Case Study (Innovation, Acquisition, etc.)*

**Sponsorship Information and Benefits:**

* **Sponsorship:** $1,000 p/event
* Allows for **student engagement** in an informal setting (in person or virtual).
* **Increased brand visibility** with Kellogg students. Your company logo or name will be displayed on club website, on all event-related marketing materials including flyers, student emails, and publicized on the club slack channel and campus event calendar.
* A **designated student leader** to coordinate logistics, audio/visual needs, event promotion, and any other support you may need.

Thank you. Your support is vital in fostering strategic connections between the school and the industry community. Please let us know if you are interested in more information. We would also welcome scheduling a call to review in more detail.

We look forward to connecting with you soon.

Insert Student Signature

**Kellogg Corporate engagement**

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[Website](https://www.kellogg.northwestern.edu/corporate-partnerships.aspx)