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## 14.1 ADVERTISING SALES LETTER TEMPLATE

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[DATE]

[NAME]

[ADDRESS]

This year *NAME* will be hosting the Institute of Industrial Engineers Regional Conference on *DATE*. Students from the *AREA COVERED* [e.g. *Southwest Region*] will be attending this event, entitled “\_\_\_\_\_” (IF ANY). To make this conference successful, we are asking for your help as a local sponsor.

Everyone attending the conference will be given a program outlining the events of the Regional Conference. Within this program we would like to include ads from local businesses to familiarize our guests with the shops, restaurants, and activities of the university and local area.

If you would like to place your ad or coupon in our program, please indicate your ad size and include a black and white copy of what you would like to appear along with the appropriate donation. For us to estimate the number of pages we will need in the program, please return this form to the above address by *DATE*. *THE NAME* IIE Chapter sincerely appreciates all contributions.

Thank You,

IIE Conference Planning Committee  
*CONTACT INFORMATION*

\_\_\_\_\_ ¼ PAGE AD (\$10)

\_\_\_\_\_ ½ PAGE AD (\$20)

\_\_\_\_\_ FULL PAGE AD (\$30)

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## 14.2 SPONSORSHIP LETTER TEMPLATES I & II

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Letterhead  
[Conference or IE Department's]

*DATE*

*NAME*

*ADDRESS*

Dear Name,

This year "*NAME*" will be hosting the Institute of Industrial Engineers Regional Conference on "*DATE*". Student IIE members from "*AREA COVERED*" will be attending this event entitled "*\_\_\_\_\_*". Scheduled events include several speakers from industry, a corporate panel, and the technical paper competition. We also will introduce attendees to some traditions on the "*NAME*" Campus, such as "*ANY SIDE ACTIVITIES PLANNED*". The weekend will conclude with an awards banquet announcing the winning technical papers.

To make the conference successful, we are asking for your help as a corporate sponsor. With any donation, your company will be listed in the conference program as a sponsor, and a Web link will be created from the conference home page to your company's home page, if applicable. The enclosed form outlines possible sponsorship options. However, feel free to suggest a unique option that suits your company.

For us to estimate available funds, please make your corporate pledge as soon as possible. If necessary, pledge payment can be delayed until "*DATE*". The "*NAME*" IIE chapter sincerely appreciates all contributions. Without the generosity of companies like yours, events such as the conference are not possible.

Thank you,

*"NAME"*  
IIE Conference Planning Committee  
*CONTACT INFORMATION*

Enclosure

## Sponsor Letter II

*DATE*

*NAME*

*ADDRESS*

Dear Company Representative:

Each year industrial engineering students and faculty from around the *AREA* meet to exchange academic and professional knowledge at the **Institute of Industrial Engineers Student Regional Conference and Paper Presentation**. In *YEAR*, the *NAME* University Chapter of the Institute of Industrial Engineers will be hosting this conference on *DATE*.

The best and brightest students from each university attend the conference. This is one of the reasons our chapter is contacting corporations for their assistance. **By helping us with this event or becoming involved with our chapter, your corporation will be in direct contact with some of the best industrial engineering students in the AREA.**

We invite you to become involved in our effort in one or more of these specific areas:

- Sponsorship of the conference and conference events
- Purchasing a table at the conference corporate fair
- Offering your facilities for tours of interest to industrial engineering students and faculty
- Providing luncheon or banquet speakers
- Having executives from your firm take part in panel discussions

Your participation and expertise are most welcome and much appreciated. Not only will your participation in the conference benefit students involved, but will also benefit you and your organization. The following page details the sponsorship options available to you.

We look forward to hearing from you via the attached form, a phone call, e-mail, or during a visit. Our chapter plans to close this opportunity by *DATE*, so that all conference materials may include your name in recognition.

Sincerely,

Conference Planning Committee  
*CONTACT NAME AND INFORMATION*

Attachment

Sponsorship Levels

**Gold Sponsorship** **\$2500+**

- Speaker Opportunities
- Table at the Job Fair w/ Resume Book
- Workshops/Panel Discussion Invitation
- Logo on:
  - a) T-shirts
  - b) Conference Bag
  - c) Conference Manual
- Presentation of Individual Corporate Banner
- Dinner with Students and Faculty
- Tours of your Facility

**Silver Sponsorship** **\$1500+**

- Table at the Job Fair w/ Resume Book
- Logo on:
  - a) Conference Bag
  - b) Conference Manual
- Presentation of Individual Corporate Banner
- Dinner with Students and Faculty
- Tours of your Facility

**Bronze Sponsorship** **\$750+**

- Table at the Job Fair w/ Resume Book
- Logo on:
  - a) Conference Bag
  - b) Conference Manual
- Dinner with Students and Faculty

**Blue Sponsorship** **\$250+**

- Resume Book
- Logo on:
  - a) Conference Bag
  - b) Conference Manual
- Dinner with Students and Faculty