



Pi Sigma Epsilon Omicron Chapter Sponsorship Package

Presented by:
Vice President of Marketing

Dear Prospective Sponsor,

On behalf of the Pi Sigma Epsilon Omicron Chapter, we would like to thank you for your interest in supporting the activities, events, initiatives, and programs set forth by our organization. The 2019-2020 corporate sponsorship package is developed to widen your market reach to our student population at the University at Buffalo campuses and beyond.

Pi Sigma Epsilon is the only National Professional Business Fraternity that specializes in marketing and sales management. Each semester, Pi Sigma Epsilon invites area professionals to speak on key business issues to help our members understand the world of business. At the Omicron chapter, we encourage you to participate in these events as an opportunity for us and yourself, so we can create a long professional relationship for years to come.

Pi Sigma Epsilon fully realizes that it needs your assistance to achieve its goals and better serve its community. By partnering with the Omicron chapter, organizations that strive for excellence, such as yourselves, will benefit from working with our brothers. PSE and its members understand that this investment is not only financial, but beneficial for both of our futures.

Our Mission,

Pi Sigma Epsilon is committed to helping shape our members into Marketing and Selling Professionals that we may have the opportunity to better serve others. Along with our community, our college, and our potential sponsors who without you we would not be able to make the impact that strive for. We at Omicron hope you will join us this coming semester in what will surely be a productive and successful experience for both organizations.

Respectfully submitted,

President,

Shivani Sharma

Vice President of Marketing,

Celine Wan

The Sponsorship Advantage

As a sponsor of Pi Sigma Epsilon, your organization's brand will be visible to over 30,000 University at Buffalo students from a variety of majors and backgrounds. With your financial contribution, we will market your brand on University at Buffalo campuses.

Your generous contribution will aid us in our recruiting efforts. In doing this we will be able to increase our awareness and continuously have fresh new business professionals in order to maintain our professional relationship indefinitely. We also encourage your company to come and observe our marketing efforts.

By partaking in Pi Sigma Epsilon's sponsorship package, we can offer your organization a multitude of opportunities to help you build upon and expand your efforts. Whether it is to increase sales or to bring more brand awareness for your organization, we are here to meet your needs.

You will also be able to collaborate with us on projects to better suit your needs. The Omicron chapter will always be looking for the next avenue, to help you stay ahead of the competition. Your company will be assigned a client manager to help aid you, in any way possible by keeping reports. That will be brought to the brothers of Pi Sigma Epsilon so we can offer insight with our expanding knowledge and creativity. Pi Sigma Epsilon, as a collective, will develop a course of action for the semester to help you accomplish your goals. The investment that your organization provides us with will not only aid us in providing you with a rewarding outcome, but will also help us continue our efforts on campus to recruit the best and the brightest our school of management has to offer.

*Packages are for a per semester basis

*Payment must be made in full upon signing the contract

*Cancellation of an event without a 48 hour notice will result in a 10% surcharge equivalent to the price of the sponsorship package.

Gold Sponsorship Package (\$600):

- Social media campaigns that run throughout the semester. Four campaigns a month, cost of campaign is not included.
- Six days of tabling throughout the semester, with whatever promotional info you desire (Flyers, Surveys, Coupons).
 - Pi Sigma Epsilon will design flyers if needed. (Costs of flyer creation are not included in package).
- Ongoing relationship with a designated client manager. Through reports they will address opportunities or concerns to the Pi Sigma Epsilon Brothers.
- Company logo on Pi Sigma Epsilon Omicron Chapter Website.
- Two events throughout the semester that you and your client can agree upon. Staffed by the brothers. (Costs of event are not included in package).
 - Raffles, extra tabling+ days, sample products, dorm flyering, etc.
- A booklet that includes each member's resume will be given to the sponsor.
- Opportunity to speak to the chapter once per semester.
- Company logo on 1,000 PSE recruitment flyers printed and distributed

Amethyst Advertising Package (\$300):

- Social media campaigns that run throughout the semester. Two campaigns a month, cost of campaign is not included.
- Three days of tabling throughout the semester. With whatever promotional information, you desire. (Flyers, Surveys, Coupons)
 - Pi Sigma Epsilon will design flyers if needed. (Costs of flyer creation are not included in package).
- Ongoing relationship with a designated client manager. Through reports they will address opportunities or concerns to the Pi Sigma Epsilon Brothers
- Company logo on PSE Omicron Chapter Website
- One event throughout the semester that you and your client can agree upon. Staffed by the brothers. (Costs of event are not included in package)
 - Raffles, extra tabling days, sample products, dorm flyering, etc.
- Company logo on 1,000 PSE recruitment flyers printed and distributed

Standard Advertising Package (\$100):

- Social media campaigns that run throughout the semester. Two campaigns a month, cost of campaign is not included.
- One day of tabling throughout the semester. With whatever promotional information, you desire. (Flyers, Surveys, Coupons)
 - Pi Sigma Epsilon will design flyers if needed. (Costs of flyer creation are not included in package).
- Company logo on PSE Omicron Chapter Website
- Ongoing relationship with a designated client manager. Through reports will address opportunities or concerns to the Pi Sigma Epsilon Brotherhood.

Custom Package:

Services we provide:

- Tabling, consists of setting up a table in a high foot traffic location on campus. Where we will promote a specific brand or product. It will be broadcasted on our Social Media Accounts. It will run between the hours of 11:00am – 2:00pm.
 - Cost \$50.00 per month (2 campaigns a month)
- Social Media campaigns, we would run campaigns to increase our customer's strength and awareness on a specific platform. Based around digital marketing budget provided by customer. To optimize their ability to share desired content.
 - \$15.00 per campaign
 - \$25.00 per month (5 campaigns a month)
 - This doesn't include cost of campaign
- Website creation, a basic website will be constructed using either WIX or WordPress. It will consist of content provided by the customer, in an agreed theme and style. With basic SEO evaluation included.
 - Cost \$100.00
 - Customer is responsible for Hosting and Domain costs.

*Pi Sigma Epsilon is committed to client satisfaction by offering custom packages that meet your needs. If you would like to create a custom package for your organization please put together a list of desired components to discuss with your client manager and we will see to it that we find the perfect package for you.

Company Name: _____

Primary Contact Information:

Name _____ Phone: _____

Title _____ Fax: _____

Street Address: _____

City: _____

State: _____

Zip: _____

E-mail: _____

Secondary Contact Information: _____

Contact Name: _____

Phone: _____

My company will participate in the Pi Sigma Epsilon - Omicron Chapter 2019-2020 sponsorship opportunities at the following sponsorship level:

Please sign below, leaving the bottom representative slot blank. This form will be returned to you signed by a Representative from the Omicron Chapter of Pi Sigma Epsilon for your records.

Circle selected option

- Standard Advertising Package (\$100)
- Amethyst Advertising Package (\$300)
- Gold Sponsor Package (\$600)
- Custom Package Agreed Amount: _____

Authorized by: _____ Date: _____ Title: _____

Signature: _____