

# HOW TO BECOME REACH OUT MASTERS

## Tips & Tricks

### KNOW HOW YOU CAN PROVIDE VALUE TO THE COMPANY

- About your club
- Who your target audience is
- What benefits you can bring to the company
- Show that your club/event's values and goals align with those of the company



### SHOW WHAT YOUR CLUB CAN OFFER TO POTENTIAL PARTNERS

- Event proposal
- Goals and objectives of the event
- Specific deliverables
- Why should the company spend their resources on your club/event



### STATE SPECIFICALLY WHAT SORT OF HELP/ SPONSORSHIP YOU ARE LOOKING FOR

- Monetary
- In-Kind
- Speaker



### BE UNDERSTANDING AND CONSIDERATE OF THE COMPANY

- COVID is affecting companies a lot
- Tell how your proposed partnership may benefit them during this difficult time
- Professionals are busy and they have their own work to do
- Respond back in a timely manner (preferably within 24 hours)
    - Be clear and concise in emails



**CONGRATULATIONS! YOU ARE NOW  
OFFICIALLY A REACH OUT MASTER!**

Presented to you by  
the Commerce  
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