

# UNIVERSITY OF MICHIGAN



## BUSINESS SPONSORSHIP INFORMATION



## UNIVERSITY OF MICHIGAN CHAPTER

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DEX ♦ 3909 Michigan Union ♦ 530 South State Street ♦ Ann Arbor, MI 48109 ♦ [www.umich.edu/~dex](http://www.umich.edu/~dex)

To Whom It May Concern:

Would you like to increase your company's presence on campus at the University of Michigan? DEX is a business interest club that focuses on building skills to help students market themselves. Reputable firms like yours have the opportunity to build a stronger relationship and image on our campus by supporting our club through sponsorships.

Our bi-weekly meetings and events feature:

- Keynote speakers on topics including brand management, financial services, business ethics, consulting, consumer products, and international business
- Workshops on resume-building, interview skills, and communication
- Networking and mentoring
- Leadership development opportunities

As part of a national organization we compete against other college students in state and national competitions. Unfortunately, students who compete at the State Competition and qualify for the National Competition cannot always attend due to financial constraints. Conference and competition costs are as follows:

- Leadership Conference: \$632 for 8 students (\$79/student)
- State Competition: \$8,370 for 30 students (\$279/student)
- National Competition: \$3,000 for 4 students (\$750/student)

Although Michigan students win about 65% of the 75 awards at the state level, including 15 of 25 First Place Awards, it is unfortunate that our university is not well represented at the National Competition.

Your sponsorship will help subsidize the cost of attending these unique extracurricular activities, helping students recognize their potential. DEX is a non-profit 501(c) (3) educational association, and financial support of DEX is tax deductible. Please see the attached sponsorship form. In return for your sponsorship, we can help build your company's presence on the University of Michigan campus through distributing flyers, displaying information on our website ([www.umich.edu/~dex](http://www.umich.edu/~dex)) and official t-shirts, and recruiting students to serve in focus groups. Please read more information on the attached Business Sponsorship Benefits page.

When is a good time for me to contact you regarding this mutually beneficial opportunity? You may also contact me at 248-840-6908 or [VHwang@umich.edu](mailto:VHwang@umich.edu). Thank you in advance for your attention to this request.

Sincerely,

Vickie Hwang  
DEX – Vice President of Finance



**UNIVERSITY OF MICHIGAN  
CHAPTER**

**BUSINESS SPONSORSHIP BENEFITS**

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Being DEX business sponsor has many lucrative benefits for your company. Our goal is to increase each sponsor's presence on the University of Michigan Ann Arbor campus. Here are some examples of what we can do for you!

<p><b>1. Website</b></p> <p>We can display your business' logo, link, and information on our official website (<a href="http://www.umich.edu/~dex">http://www.umich.edu/~dex</a>).</p>	<p><b>2. Flyers</b></p> <p>We can distribute and hang your business' flyers around the University of Michigan Ann Arbor campus.</p>
<p><b>3. T-Shirts</b></p> <p>We can feature your business' logo on the backs of our official t-shirts worn by students around campus.</p>	<p><b>4. Meetings</b></p> <p>We can print your logo on the handouts distributed to members and guest speakers at each of our meetings.</p>
<p><b>5. Events</b></p> <p>We can feature your business' information (such as flyers, banners, and brochures) at DEX events.</p>	<p><b>6. Recruitment</b></p> <p>We can put together a resume booklet for you to recruit University of Michigan DEX students.</p>
<p><b>7. Campus Visits</b></p> <p>We can recruit students to attend a personal information session with your business for recruitment.</p>	<p><b>8. Guest Speakers</b></p> <p>We can give your employees further information about being featured as guest speakers at DEX meetings.</p>

Please contact Vice President of Finance, Vickie Hwang, at [vhwang@umich.edu](mailto:vhwang@umich.edu) to further discuss these business sponsorship benefits.



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CHAPTER  
BUSINESS SPONSORSHIP FORM

DEX ♦ 3909 Michigan Union ♦ 530 South State Street ♦ Ann Arbor, MI 48109 ♦ www.umich.edu/~dex

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

I (the business sponsor) agree to sponsor University of Michigan DEX for the amount checked below. I will have opportunities to sell and display products or services at University of Michigan DEX events. My business information will also be displayed on the official DEX website.

\_\_\_\_\_  
Business Sponsor's Signature

\_\_\_\_\_  
DEX Member's Signature

*Please check the amount of your sponsorship.*

- \$500.00       \$750.00       \$1000.00       \$\_\_\_\_\_

*Make checks payable to "College DECA."*

Return this form to: DEX/College DECA  
3909 Michigan Union  
530 South State Street  
Ann Arbor, MI 48109

If you have any questions, please email University of Michigan DEX Vice President of Finance Vickie Hwang at vhwang@umich.edu or visit our website at www.umich.edu/~dex.

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Financial support of DEX is tax deductible.*