**Introduction Letter**

Dear….and the …. Team

Warwick Basketball Club is one of the largest sports clubs at the University of Warwick, with over ... official members, a mailing list of ... people and with more than ... players throughout the year. This year our Club has enjoyed unprecedented growth. Both the Men’s and Women’s First Teams have achieved unprecedented success, both clinching 2nd Place in their respective BUCS leagues and winning 2 out of 3 games that took place within the annual Varsity competition. As a result, the basketball teams can proudly promote our supporting company’s branding to a variety of universities around the country where our competitions take place.

Additionally, the Club’s Executive Committee organize one of the largest intramural leagues at the University, the Warwick Basketball League (WBL), uniting more than ... students each term from various different cultural and academic backgrounds. Furthermore, we organize Skill Sessions, Beginner Sessions and Open Sessions weekly, mini-tournaments, Wheelchair Basketball Sessions and charity events, attracting even more participants.

Our permanent efforts were officially recognized by the University, when Warwick Basketball Club won the Most Improved Club Award for the academic year 2013-14. We aim to continue our expansion in the years to come, through a healthy competitive spirit, tenacious sportsmanship and strive for excellence. The support of your company would be essential in empowering us to achieve our goals.

An association with Warwick Basketball Club would enable your company to reach some of the brightest, most passionate and committed students from an array of different academic backgrounds. Our members originate from a wide array of academic departments, including Sciences, Social Sciences, Warwick Business School, Humanities and the Law School.

In the following academic year, we aim to increase our engagement with our sponsors, enabling you to access our rich candidate pool and facilitating your graduate recruitment process from our University. We thank you in advance for taking the time to read our proposal and we hope you select us as partners in your graduate recruitment efforts in our University.

Yours sincerely,

Pavel Cezar Talambuta

Sponsorship & Merchandising Executive 2016-2017