



Phi Beta Lambda

University of Illinois—Urbana Champaign

I write to you as the Vice President of External Affairs of the University of Illinois' new chapter of Phi Beta Lambda, which is a division of a non-profit organization dedicated to business-minded youth and the development of their business knowledge and skills. The parent company, FBLA-PBL, has organizations for middle schools, high schools, post-secondary institutions, and professionals across the nation. I wish to extend a greeting from our new chapter and an offer to join us in a mutually beneficial relationship.

Five fundamental pillars form the foundation of our organization: public relations, service, social, professional, and financial. Throughout the year, we work with our members to strengthen their skills in each of these categories, developing them for state and national competitions and for professional application beyond the University level.

These competitions are extremely important, because they allow us to practice our skills in front of audiences and judges in categories such as business law, business ethics, financial accounting, parliamentary procedure, service project plans, business plans, and many more. In addition, FBLA-PBL arranges workshops, presentations, and guest speakers all aimed at further educating Phi Beta Lambda members. The ultimate goal of Phi Beta Lambda is for the members to not only contribute to the University business community, but also take these skills with them to their place of employment following their studies, bringing more to their company than just a college education.

In the last academic year, we sent fourteen members to the State Leadership Conference and all qualified for the national conference. Four members attended the National Leadership Conference, with most placing in the top ten in the nation. Our chapter also received several awards and donated a small sum to the March of Dimes, PBL's national partner.

Because we have the universal values of education, philanthropy, and capitalistic entrepreneurship, we hope that you are interested in helping us in any way possible to provide our members with opportunities that we would not otherwise be able to fund, such as guest speakers, conferences, workshops, presentations, and/or company visits. This year we have grown to a seven-member officer team and 54 non-officer members, and we expect even more growth over the next few years. However, we need to continue to provide for our members, so that they feel they have gleaned as much as they can from us before moving onto the corporate world, and sharing their knowledge, perhaps with you or your corporation.

For your convenience, we have established several levels of sponsorship for the 2010-2011 academic year. I would like to emphasize that we would greatly appreciate any contribution you can afford to make, whether it is time, money, resources, organizational advice, promotional products, or a simple acknowledgement of our efforts. To meet our goal of providing our members with contacts in the professional world, we need your help. In return, we can provide the potential of young professionals with creativity, passion, and business savvy from one of Illinois' top universities. Please feel free to e-mail us at UIUCPBL@gmail.com with any questions you may have. Thank you very much for your time and I hope to hear from you.

Jenna Myers

University of Illinois Phi Beta Lambda VP of External Affairs



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Silver Level

\$100 donation to UIUC PBL includes advertising materials, new member gifts, sponsor newsletters, and a chapter presentation

Gold Level

\$250 donation to UIUC PBL includes the Silver Level package plus conference prep

Platinum Level

\$500 donation to UIUC PBL includes the Gold Level package plus corporate philanthropy

Advertising materials Your company logo will be advertised to potential members on the following materials: chapter t-shirt, display board for recruitment events, chapter website, recruitment video, and other recruitment materials.

New member gifts Your company will have the opportunity to donate promotional items (water bottles, pens, notepads, etc) that will be distributed to our new members each year.

Sponsor newsletter Your company will receive a newsletter each semester informing you about Phi Beta Lambda accomplishments and events that you helped to make possible.

Chapter presentations Your company will be given the opportunity to present to Phi Beta Lambda members, giving information about your company as well as presenting on a topic relating to the professional world.

Conference prep Your company will be given the opportunity to be involved in our chapter's efforts to prepare for the annual State Leadership Conference in April as guest judges, which will allow you to see our most talented members in action.

Corporate philanthropy Your company will be given the opportunity to join Phi Beta Lambda and our other sponsors in a philanthropic endeavor that will benefit the March of Dimes, PBL's national partner.