



TO: Whom it May Concern

FROM: Haley Sparger | Secretary of Women in Business

My name is Haley Sparger and I'm the Secretary of Women in Business at Texas Tech. Women in Business (WIB) is a student-led organization in the Rawls College of Business that furthers students' knowledge of business culture, encourages entrepreneurship, and promotes leadership. We have a large diversity of members from a variety of majors that all bring something new to our organization.

From past experiences, new and continuing membership decreases in the spring semester. In order to change this, we plan on increasing the use of our social media and creating original content for our members. One of our new initiatives we want to start is "Dress to Impress."

As students, we have or have witnessed fellow classmates struggle to dress business professionally. The Director of Student Development, Jamie Pitman, has even had to turn students away at the Career fair for inappropriate attire. At our upcoming Career Fair, WIB would like to hold a "Dress to Impress" competition. This is where WIB officers would take photos of the best dressed students (male or female) at the Career Fair. These students would be featured on WIB's Instagram and could win a \$50 gift card to Dillard's if they are also a member of WIB.

This competition will help increase interest and recognition for WIB while also advertising Dillard's as the sponsor of "Dress to Impress." Students will gain inspiration for dressing business professional from other Texas Tech students. Students will also be more motivated to dress the best they can for the Career Fair, causing employers to have a better opinion of Rawls students. Overall, this competition could be beneficial for WIB, Rawls, students, and Dillard's.

As a sponsor of WIB's "Dress to Impress," Dillard's will be recognized on all the Digital Signage for "Dress to Impress" along with being mentioned as the #1 place to go for business attire during the Kickoff meeting for WIB. We will also advertise Dillard's as the sponsor on the WIB Instagram, Facebook page, and Twitter. With the Career Fair being February 22nd, this will be excellent way to market to business students who are looking for good quality business clothing to wear to the fair. To sponsor WIB's Dress to Impress Competition, we are asking that you just provide us with three \$50 Dillard's gift cards to give as rewards to the winners.

If you are interested in being a sponsor for Women in Business, you can contact me at:

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(817)-455-1850

Thank you,
Haley Sparger

Dress To Impress

Win a \$50 gift card to Dillards!

WIB is looking for the best
dressed students
at the Spring Career Fair.

You could be featured
on WIB Instagram & win
a \$50 gift card to Dillards!

Rules: Must be a WIB member to win.



Sponsored by

Dillard's
The Style of Your Life.

WIB
Women in Business

HIRE RAWLS

*NOTE: This is just a mock-up of a digital flyer for "Dress to Impress."