

ACM Members Guidelines:

How to Communicate with Sponsors



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IMPORTANT NOTE

These guidelines and materials are designed for and shared **exclusively** with
ACM members!

Sharing them with anyone outside of the club is strictly **prohibited**. Violation of this rule will result in consequences, ranging from a warning to expulsion from the club. We emphasize the importance of maintaining confidentiality and respecting the trust placed in our members. Thank you for your cooperation in upholding the privacy and integrity of the Student Chapters.

Enjoy every moment of your ACM experience, embrace challenges, and seize the opportunities that come your way. Your journey with ACM is not just about personal growth, but also about inspiring and motivating others.

We believe in your potential!

Wishing you an enriching and rewarding time as a member of the
NU ACM and ACM-W Student Chapters!

Sincerely,

Your Executive Board

Where to find contact information

By contacts we refer to the phone number, email, or telegram of the company representative that is in charge of communicating with Universities, students, etc.

Usually we share that information with members in case we previously communicated with the company. However, If there is not any contact information or the given one by the us is expired, there are several ways of reaching out to sponsors:

- First, communicate to your peers / friends / relatives / people you know that are working in the company you are interested in, and ask contacts of an HR or company representative who is in charge of sponsoring student initiatives;
- If this option does not work, use **LinkedIn** and connect to HR, Talent Manager or Recruiter, or SWE/PM/Team-Leads (in short any employee, but preferably HR or Recruiter), and ask contacts from them;
- Next step is looking at the **official** Social Media and web-page of the company. Many companies include contact information or have a "Contact Us" section on their social media pages. Note that from our experience emails such as info@company.name usually do not reply, so find something like email for B2B, marketing opportunities or something like that.
- Last but not least, conduct an online search using the sponsor's name along with keywords such as "contact," "email," or "phone number." Explore the search results to see if the sponsor has a website or any online presence that provides contact information.

Remember, it's important to approach sponsors **professionally and respectfully** when seeking their contact information. Be clear about why you are reaching out and how their sponsorship is relevant to your needs.

How to start a conversation

Cool, you got the contacts! We are almost halfway through your “Sponsor Hunting” journey.

Usually, we prepare an official letter with a sponsorship request, and a presentation about our event in three languages. Your task would be to copy/paste those text, and adopt it to your company. Here, by adopt we mean insert company name, make sure that the dates are correct, change pronouns if required. Before sending anything, double or even triple check grammar, spelling and punctuation!

In case you are reaching out to a sponsor, and there is no email text provided by us, use the following email rules for a good sponsorship-request letter:

Start with the greeting of a company or its representative, make sure to use their appropriate title followed by their last name or their first and last name. Include that you are writing as a member / representative of NU ACM or ACM-W Student Chapter. You may include a short description of our club.


Next paragraph should include the event or initiatives description, and what kind of support you are looking for. Attach all relevant material, documents, images etc. Finish your email thanking them for their support, and including proper signature with your full-name, contact information, and position in the club.

After you finish, give it to any executive board member to check it for accuracy. **Before sending, make sure to add acmsc@nu.edu.kz in CC of your email.**

An examples of email:

Sponsorship Request Letter for the sixth annual Hackathon - HackNU 2023

Inbox x



Yerzhan Yerbatty

<yerzhan.yerbatty@nu.edu.kz>

to kkaminska

Jan 20, 2023, 8:37 PM

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Dear representatives of Google,

Nazarbayev University Association for Computing Machinery Student Chapter (**NU ACM SC**) and Nazarbayev University Research and Innovation System (NURIS) are organizing the sixth annual student hackathon - **HackNU 2023**, to be held at the Nazarbayev University on the **15th of April 2023**.

HackNU is a 24-hour coding marathon, during which novice and amateur engineers, software developers, and designers work together to solve various problems provided by sponsors. In past years, tasks and prizes were provided by such international leading tech companies as Google Inc., Microsoft, EPAM, Ernst&Young, and Facebook Inc., as well as Kazakh tech companies like ChocoFamily, TsARKA, BTS Digital, KOLESA|KRYSHA|MARKET, and ZeroToOneLabs. The main mission of the hackathon is to give an opportunity for students to challenge and advance their skills. Additionally, the experience of past HackNU Hackathons shows that the participation of the abovementioned companies, as well as the presence of additional incentives (valuable experience, expansion of professional networking, prospects for cooperation with partner companies), attract the most talented and ambitious young people of Central Asia to our hackathons every year.

Our event contributes directly to the global goals of discovering and developing talented young people and promoting STEM in Central Asian countries. In addition, we plan to actively implement a policy of gender balance in teams, thus addressing the lack of representation of women and girls in awards and competitions in STEM. We believe that HackNU 2023 is a great opportunity to support ambitious young people and contribute to STEM education in Kazakhstan.

We would be honored and grateful for your help and partnership with HackNU 2023. Cooperation and support in organizing the Hackathon, in addition to advertising in the media channels of our student organization with coverage of over 5000 students daily, and creating a positive image among participants and guests of the event, will give you the opportunity to invite the impressed participants for an interview for technical positions at your organization.

In the attached document you can read more information about our organization, the hackathon, as well as the options for sponsorship packages.


With respect and hope for fruitful and successful cooperation,

Nazarbayev University ACM SC.

Запрос на распространение информации о codeW

External

Inbox x



Yerzhan Yerbatty

<yerzhan.yerbatty@nu.edu.kz>

to a.melnikova@bluescreen.kz, info@bluescreen.kz

Tue, Feb 14, 8:00 AM

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Здравствуйте,

Меня зовут Ержан и я пишу вам от имени студенческого отделения Ассоциации Вычислительной Техники при Назарбаев Университете NU ACM-W SC.

Мы рады сообщить, что проводим четвертое соревнование по кодингу для девушек codeW-2023, которое состоится 4 марта в Назарбаев Университете. Это соревнование направлено на поддержку и стимулирование молодых девушек, увлекающихся кодингом и технологиями, а также на предоставление им возможности проявить свои навыки и способности.

Мы считаем, что у вас имеется большая и вовлеченная аудитория, которой будет интересно узнать об этом конкурсе, и мы будем благодарны, если вы поможете нам распространить информацию о конкурсе.

С уважением,
организационный комитет CodeW.

Ссылка на наш пост в телеграмме: https://t.me/nu_acm_w/498
Ссылка на наш пост в инстаграмм: https://www.instagram.com/reel/CohnkM_Ks0F/?igshid=YmMyMTA2M2Y=

Ссылка на промо-видео: https://drive.google.com/file/d/1yAGwSzCRVUpQyE8EaeS8tbRS8R_zQ3_b/view?usp=sharing

Текст прикреплен к письму

How to handle ignoring messages

It's important to remember that people may have various reasons for not responding promptly.

First of all, if you send a letter less than a week ago, give them more time. Sometimes, people may be busy or overwhelmed with other commitments. However, if you haven't received a response for more than a week you can **follow up** politely. Avoid sounding demanding or accusatory.

Examples:

"Good day, This is a kind reminder about our request. Are there updates that you can share with us? Thank you."

"Здравствуйте, Мы хотели бы любезно напомнить вам о нашем предыдущем письме. Мы с нетерпением ждем вашего ответа в ближайшее время!"

Consider **alternative communication channels**. If you've reached out via one communication platform, such as email, and haven't received a response, you might try reaching out through a different channel, such as a phone call or a direct message on WhatsApp, LinkedIn or Telegram. Different people have different preferences for communication, and switching channels might help get their attention.

Lastly, while it's understandable to expect a response, everyone has their own priorities and limitations. Respect their boundaries and avoid becoming **overly** persistent and intrusive. If they continue to ignore your messages, it might be best to accept that they may not be interested or available to respond.

What to do after receiving a response

If a response is positive, then arrange a meeting with them as soon as possible. Firstly, ask the Executive Board of the corresponding Chapter for their available time for the meeting, and then offer those time-slots to the company representative. If one of the time slots works for them, create an event in google calendar attaching a google meet link, or ask for the Executives to do so. Although your presence on the call is not required, we encourage you to be at the meeting and after the meeting send all the relevant and requested information and materials to the sponsor company. This time you may add Chair or Vice-Chairs in the CC to the emails to foster the communication.

If everything works fine, and the company will be interested in sponsoring the event, you and/or one of the executives will be in charge of the rest of the logistics and communication with them. It is very important to be in touch with them, and answer any questions and send any information they require on time. Be polite and official.

On the other hand, if the response was negative, try to ask for a meeting with them. Sometimes it is better for a company to understand all the values and goals of the event/organization at the call, and not in the presentation. So, do not give up, and try to arrange a meeting. If they agree, you can follow the steps described above.

Finally, if they are still not interested in sponsoring the event, thank them for their devoted time, and ask them to be in touch for further sponsorship and collaboration opportunities. Please, do not take it personally. Sadly, companies are declining sponsorship requests most of the time.

Example: "Dear ___, We sincerely appreciate the time you devoted to reviewing our sponsorship request. I commend your company for its commitment to supporting local student initiatives and fostering collaborations. Although our current proposal did not work for you, we remain open to future opportunities for collaboration. If you have any ideas or projects that you believe could benefit from our involvement, please do not hesitate to reach out."

Suggestions

- Be in touch with them all the time. Do not forget to thank them after the event and send the event report, photos and videos if required.
- Avoid communicating with them “не по делу”, every day, or multiple times a day. Summarize all you need to say to them in ONE message.
- Communicate to them only during working hours.
- Contact ACM Alumni, they are always ready to help you in getting contacts or fostering communication with the sponsor (in case they are working there).
- Do not give any promises, such as access to CV, logo placement, or speech, without prior approval with the corresponding Chair.
- Smile and be friendly, HRs have a very good communication skill, so here communication is literally the key.
- Look through and analyze all the material, presentation, event description, estimate, so that you could answer the general questions on your own. However, if you are not sure about your answer, double check it with your team-lead or executive.
- If it is possible, write DM in Telegram and WhatsApp, in our experience it is better and faster to get sponsors there. Usually, they will have plenty of messages in their inbox, so our email could also “потеряться” there
- Remember that sponsors play a crucial role in organizing any event, and if you were asked to communicate with one of them, the executive board do trust you and believe in your skills.
- Watch this video: [Creating Compelling Sponsorships - MLH Hackcon VI](#)