



Falcon Marketing Communications Club  
University of Wisconsin – River Falls

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Dear Best Maid Cookie Company,

The Falcon Marketing Communications Club (MarComm Club) at the University of Wisconsin-River Falls (UWRF) focuses on providing real-world marketing experience for all club members. On Thursday, April 6<sup>th</sup> from 6:00 PM to 8:00 PM the Falcon Marketing Communications Club will be hosting a campus-wide event on the UWRF campus called The Gunnar Project: Don't Worry, Be Happy.

The Gunnar Project is a local non-profit whose mission is to make young adults aware of happiness and the necessity to pursue happiness every day, every moment. The Gunnar Project was created in remembrance of a bright, exuberant young man who found happiness in the simple things in life; his name was Gunnar Miller. Tragically, he passed away unexpectedly after a skateboarding accident; Gunnar was only 19 years old. To ensure that Gunnar's legacy of happiness lives on, students will be learning how to achieve life-long happiness from an interactive presentation and will be creating Happiness Tracker Bracelets.

In order for this event to be successful, we are asking for your generous donation. Items for the event, that we are hoping to receive, are snacks and prizes for all event attendees. We are expecting around 100 event attendees.

In return for your sponsorship, your business would receive:

- Sponsorship recognition through logo display and sponsorship mentions (At Event)
- Sponsorship recognition on all event posters
- Social Media mentions on all MarComm Club platforms
- Social Media mentions on campus-wide platforms

We cannot express how much your support means to us. Thank you in advance for your time and consideration. If you have any questions, please feel free to reach the Falcon Marketing Communication's Treasurer, Susie Schmitt, at [susan.schmitt@my.uwrf.edu](mailto:susan.schmitt@my.uwrf.edu) or by phone at 715-410-7566.

Thank you,

The Falcon Marketing Communications Club