Dear [**Manager/Recruitment Director/LGBT+ ERG Leadership NAME**],

I am writing because I think [**company name**] should sponsor [Reaching Out MBA’s](http://www.reachingoutmba.org) annual [ROMBA conference](https://www.reachingoutmba.org/romba-conference) in 2020. The ROMBA conference provides great opportunities to recruit top talent, elevate our brand, and connect with the LGBTQ+ community.

**Background:**  Reaching Out MBA is a nonprofit and 501(c)(3) whose mission for over 20 years has been to increase the influence of the LGBTQ+ community in business. It’s anchor event, the ROMBA Conference, brings together 1,800+ LGBTQ+ MBA students, alumni, and corporate partners for three days of educational panels and workshops, a career expo, and keynote speaker meals. The ROMBA Conference is a well-known event in the LGBTQ+ MBA Community, where half of the attendees are current LGBTQ+ MBA students.

The 23rd annual ROMBA conference will take place virtually, October 2&3, October 8-10, 2020. Last year, [100 companies](https://www.reachingoutmba.org/2019-sponsoring-companies) across a variety of industries sponsored and recruited at the event. Sponsorships start at $7,500, and the deadline for joining is August 30, 2020. Check out the full partnership packet [here](https://reachingoutmba.org/romba-conference/become-a-romba-partner/).

Reasons to sponsor ROMBA:

* ***Recruiting top talent*** – all sponsorship levels include a variety of useful tools to enhance our recruitment efforts. These include access to the ROMBA resume database, lists of students who have specifically indicated interest in working for our company, a jobs portal, and an exhibitor “booth” at the ROMBA career expo. The conference draws top talent from the best MBA and graduate programs, and the company will be missing out by not having a presence there.
* ***Branding as an employer of choice for the LGBTQ+ MBA community*** – this will allow the company to showcase its commitment to LGBTQ+ diversity and inclusion to attendees (both professionals and students) to help drive future LGBTQ+ recruitment.
* ***Supporting current employees who are LGBTQ+*** – allowing company employees to attend the conference, the educational sessions, and networking opportunities, will allow us to bring back important information for the LGBTQ+ ERG leadership.
* ***Showcasing our company as a leader*** – securing a speaking opportunity as a sponsor provides a platform to discuss how our company is supporting diversity and inclusion.

The sooner we register, the more opportunities we can take advantage of – such as getting a head start on outreach to students to schedule interviews and coffee chats.

We can ‘reach out’ to Reaching Out, at [sponsorship@reachingoutmba.org](mailto:sponsorship@reachingoutmba.org), to set up a call to learn more or to secure a partnership.

For more general information on the conference, please go to: <https://www.reachingoutmba.org/romba-conference>.

Please let me know if you’d like to set up some time to discuss internally in the coming weeks.

Thank you for your consideration and I hope to hear from you soon.

Best regards,

**[NAME]**