



Dear Prospective Sponsor,

BUSE is the Las Vegas' most successful business and social mixer. With the strength of more than 1,100 members, BUSE has the ability to influence the entire city when it comes to politics, choices in business, and community needs.

**What does a BUSE member look like?**

The BUSE member is not a certain age, sex, or specific to any one industry. The BUSE member is successful, accountable, professional, and aggressive. With ages ranging from 21 to 55 and annual incomes ranging from \$100,000 to over \$1,000,000, the common thread among our members is an appetite for success illustrated in everything they do and demonstrated in the willingness to do so. Success is our common thread! We are Business Professionals, Up and Comers, Socialites and Entrepreneurs.

**What is the format of BUSE?**

Tuesdays BUSE members meet from 6pm until 10:30pm. The mixer starts out with an invited guest as the speaker. From 6pm until 7pm BUSE reaches out to existing members and non-members who are leaders in their industry and we request their time and experience. For the past year we have met every single Tuesday with speakers ranging from Master Sommelier Steve Geddes to Lieutenant Governor Lorraine Hunt and from Lisa Banda Publisher of Where Magazine to Nevada's first African-American Supreme Court Justice Michael Douglas.

After the speaker wraps up the discussion the lights dim, the music begins and the members of BUSE begin to relax and socialize. For the next three hours our members engage in conversation with new and old BUSE members. They catch-up on personal and business lives while they wrap their hands around a rocks glass full of single malt scotch and enjoy a cigar or they sip a glass of wine and sit down for a New York Steak. Once the speaker has concluded the night evolves into a free form, low impact mixer. Passed hors d'oeuvres are available butler style and the room is inviting with attentive staff and soft music.

**The Newsletter**

The key component to educating, updating and staying in touch with our membership base on upcoming mixers, speakers, and charitable events is the newsletter. A "magazine

cover” style html email newsletter is sent out weekly. The members of BUSE look to this newsletter in trust of information and accuracy of that information. An industry standard in email marketing shows that 20% of email recipients open and read their email messages. The BUSE newsletter stands apart as one of the most responsive email marketing recipient lists. With more than 100% of the emails being opened on some cases and an average of 80-90%, this is truly a wanted piece of literature. The BUSE members truly trust and respect the information sent to them weekly. It is important to note that the website too receives significant traffic from both current members and prospective members as they refer more than a years worth of BUSE content.

### **The Opportunity**

As the BUSE moves into year two with lofty goals for continuous improvement and the perpetual quest to raise the value of our group we have decided to reward some of our most loyal and accountable members with an opportunity to sponsor our email newsletter and our website. Nominal fees are applied to various sponsorship packages designed to fill the needs of our members. The revenues generated by the sponsorships will be re-invested in BUSE to help us accomplish our goals. There are only a small handful of sponsorship opportunities available and these opportunities will be industry specific to maximize the value for each sponsor.

### **What is in the sponsorship package?**

- Logo placement on the weekly newsletter
- Logo placement on the website
- Links to the sponsors website on both the newsletter and website
- Contact numbers and a contact name if desired where logos are present
- A listing on the “Preferred Vendors” page of the website
- Logo placement on all promotional and educational collateral

For consideration of sponsorship please log onto the website and click on the “I want to sponsor BUSE” link located on the home page. Fill out the short questionnaire and click “submit.” We will be reviewing all the interested parties for the next month or so. One of the BUSE directors will contact you regarding your interest.

Respectfully,

Jimmy Foster and Richard Femenella

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**Business Professionals, Up and Comers, Socialites and Entrepreneurs  
The “members only” weekly business and social mixer  
[www.BUSEclub.com](http://www.BUSEclub.com)**

**Tuesdays at “The Stirling Club” located at Turnberry Place  
Las Vegas, Nevada 89109**