

# Partner with Beta Gamma Sigma



## Email Marketing Opportunities

- Gain the opportunity to reach our global BGS members.
- This includes over 300,000 active email addresses.
- Target BGS members in the US, International or both.
- Customize your target groups based on:
  - Location
  - Education level (Junior, Senior, Graduate, Alumni, etc.)

## Email Creation

Already have your email marketing assets created? This is what our team needs to layout your email:

- Subject line and preheader
- Copy
- Links
- Images
- Logos
- Target group

## Marketing Asset requirements

- Copy
  - Can be between 50 to 125 words long and can include bulleted lists or emphasized text.
- Links
  - The partner can include UTM links or any means of tracking clicks on their end.
- Images
  - Images in the body of the message should be square images of at least 500 x 500 px and 300 DPI.
  - Images in the header or footer should be least 1000 x 500 px and 300 DPI these can include any personal branding or copy the partner desires.

The spring discount ends May 1<sup>st</sup> don't miss out on this opportunity!



## BETA GAMMA SIGMA

THE INTERNATIONAL BUSINESS HONOR SOCIETY



### ETHICAL LEADERSHIP CERTIFICATION

Hi Valued Member,

Did you know that completing the [Ethical Leadership Certification Program \(ELCP\)](#) can help you stand out in your job search?

Lately, companies have become very concerned about the damage employees can inflict on their employer's reputation. And when they're trying to decide between two equally qualified candidates, this certification could be the deciding factor.

But you'll get more than an addition to your resume: you'll learn crucial leadership skills, like conflict management, effective communications and decision making—skills you'll take with you throughout your career.

Charles, a BGS member at St. Bonaventure University, felt much more prepared to be a leader when he finished the training:

*"The ELCP is one of the most straightforward and meaningful programs I have ever taken part in ... The ethical dilemmas showed examples of situations that I could encounter in the business world, highlighting issues that were morally gray instead of being black and white."*

**The spring discount ends soon! Save 10% when you enroll before May 1<sup>st</sup>—enter the code "BGSSPRING21" at checkout!**

[REGISTER NOW](#)

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## Additional Email Marketing Info

All partner emails will have the reply-to function set to [bgshonors@betagammasigma.org](mailto:bgshonors@betagammasigma.org). This will ensure that BGS can fulfill the needs of our members or answer any questions they may have about the partnership. All relevant questions concerning the product, program, or partnership information will be forwarded to the partner if additional discussion is necessary.

- All email performance data can be requested from BGS.
  - BGS will pull any relevant email campaign metrics for our partners upon request or at predetermined dates as specified by the partner.
  - This data includes, but is not limited to:
    - Number/percentage of emails sent.
    - Number/percentage of opens.
    - Number/percentage of clicks.
  - BGS cannot share list information and contact details for our members due to GDPR regulations.



## Beta Gamma Sigma Email Campaigns

Email Amount	Total
Up to 2,500	\$250.00
2,501-5,000	\$275.00
5,001-10,000	\$320.00
10,001-20,000	\$400.00
20,001-30,000	\$470.00
30,001-40,000	\$530.00
40,001-50,000	\$580.00

### Email Campaigns

**Any email amount over 50,001 will be charged  
\$50.00 per 10,000 additional emails.**

**Provide all information and content regarding your  
email to [mplodzien@betagammasigma.org](mailto:mplodzien@betagammasigma.org)**