

# Partner Packages

# What to sell, what to buy

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External Relations - Chapter 5  
BEE Tutorials

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# What to offer

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# What to offer?

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Whatever the package (general or project), normally there are three types of benefits we can offer:

- **Visibility:** Displaying the partner on a permanent, stationary basis (ex. websites);
- **Promotion:** Displaying the partner on an periodical, active basis (ex. social media posts);
- **Network engagement:** Putting the partner in direct contact with our members (ex. through project engagement).



# Visibility

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When it comes to visibility, the usual tools that we use are:

- Website:
  - Creation of partner sections and including the list of partners there;
  - Creation of a dedicated page for the partner to include more in-depth information;
  - Inclusion of logo throughout the website (ex. see footer of ELSA International's website);
  - Inclusion of logo on the main page of the website.



# Visibility

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When it comes to visibility, the usual tools that we use are:

- Materials produced:
  - Inclusion of the partner on the official email signature (see emails sent by the IB);
  - Inclusion of the partner's logo on general social media banners;
  - Inclusion of the partner's logo on internal materials, such as Local and National Council Meetings Working Materials;
  - Inclusion of the partner's logo on merchandising materials (ex. Roll-ups, pens, notebooks, water bottles)

# Promotion

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The main idea of promotion is to advertise the partner and the opportunities it provides.

For that reason, the normal means used to advertise them are the following:

- Facebook: basic social media used throughout ELSA. Good for any type of post;
- LinkedIn: professional social media. Good for professional or academic development posts;
- Instagram: community-based social media. Good for advocacy initiatives as well as to showcase the people behind projects.

For more information, check the Public Relations Strategy of ELSA International

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# Promotion

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The main idea of promotion is to advertise the partner and the opportunities it provides.

Other tools for promotion:

- Mailing lists;
- Blogs;
- Magazines/newsletters;
- Law Reviews/Law Journals.

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# Promotion

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How to create the promotion package:

- Evaluate which tools you have available to you (ex. Social media, website, blog, newsletters);
- Give a value to each of those tools according to how efficient they are - normally social media and newsletters/blogs have a bigger engagement, thus are more valuable than websites;
- Decide on the number of posts that the partner has a right to.
  - As a general rule, do not go over 5 posts per year, per tool, or else your tools will be spammed with partners and if later on you want to try to expand the partnership, you will need to provide even more posts.

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# Promotion

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Disclaimer: as partnerships expand, the promotion needs to expand proportionally. This means that the smaller the partnership is, the smaller the promotion needs to be. When preparing packages, compare them to see if the expansion of the package is accompanied by an expansion of promotion (ex. More posts, or access to more tools).

For a basic promotion package, the advisable is to include (1) social media (Facebook and LinkedIn) with two or three posts; (2) newsletters with one or two issues.

For a medium promotion package, the starting point shall be (1) social media (Facebook and LinkedIn) with three or four posts; (2) newsletters with two or three posts; (3) one email through a mailing list; (4) an additional tool that you may have (blog, magazine, etc).

An advanced promotion package should include (1) all social media with four or five packages; (2) newsletters with three or four posts; (3) two emails through a mailing list; (4) access to more than one additional tool that you may have.

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# Network engagement

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The last element of a partner package is the direct involvement with your members.

This can be done with the following means:

- Project engagement (ex. Competitions, webinars, career fairs, etc);
- Networking events (ex. Social events where you invite partners to mingle).
- Inclusion in Internal Meetings (ex. National Council Meetings);
- Inclusion in Local projects (ex. To be invited to ELSA Law Schools organised by your Local Groups)
  - Disclaimer: bear in mind that this is only available to National Groups. Also, take into consideration that this level of engagement - which is the strongest one as you are giving direct access to Local Groups - depends on the agreement of your National Network. Do not do this without consulting them first!
- Personalised project (ex. An essay competition just with that partner).

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# Network engagement

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Bear in mind that this element is more typical of general partnerships, since project ones are, as a concept, already network engagement as you are including a partner directly into a project with - hopefully - participants.

When it comes to project partnerships, this idea of network engagement is related to how much the partner is involved in it. For example, if you want to include less network engagement in a project, you focus more on promotion and visibility, while not including speakers, panelists, etc. But if you want more network engagement, you can include those details.

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# Network engagement

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When considering network engagement, it is important for you to understand which type of engagement is more valuable. Generally, the value (from lowest to highest) goes like this:

- 1) Project that are not interactive (ex. webinars);
- 2) Projects that are interactive (ex. competitions);
- 3) Networking events;
- 4) Local Events;
- 5) Internal Meetings;
- 6) Personalised event.

Bear in mind that this is a generalisation and as such the ranking may change according to the interests of the specific partner.

When considering projects, it is important to understand that not all of them have the same importance for partners.

Indeed, one good line to draw is between projects that allow the partners to directly engage with the participants (ex. L@W, competitions, career fairs) from those where that is more difficult (webinars, workshops, etc).

When considering the packages you make, have these rankings in mind so that as packages expand you are also able to bring more attractive projects to the partner.

# Network engagement

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Furthermore, when partner hunting, as we previously said, one of your first goals is to satisfy the necessities of your Board. Getting support for your events is one of them.

Because of that, when creating packages, don't just focus on the projects that may get you the most partners, but also focus on those that need them. For example, if you only include competitions in your packages - because they are more attractive - what is your S&Cer going to do when the seminar he is organising has no speakers?

The packages are not meant to be just about adding partners where it is easier. It is also about getting support where you need it the most.

So, as a rule of thumb, it is wise to include the least attractive projects as basic network engagement and, for the more developed packages, including the most attractive projects, as well as the other means of network engagement you have.

This way, you cover the necessities of the least attractive projects (by not asking as much in return, thus potentially getting more of them) as well as getting more support to the bigger projects (which are more attractive and easier to sell).

# Network engagement

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So, you can have four levels of network engagement:

- Basic: (i) invitation to webinars and workshops;
- Average: (i) invitation to webinars, workshops, competitions; (ii) invitation to networking events;
- Expanded: (i) invitation to webinars, workshops, competitions, career fairs; (ii) invitation to networking events; (iii) invitation to Local projects;
- Total: (i) invitation to webinars, workshops, competitions, career fairs; (ii) invitation to networking events; (iii) invitation to Local projects; (iv) personalised project.

**Important:** Regarding personalised projects, bear in mind that these add extra workload to your Board and should not be done for every partner. Instead, they should be done - if the workload allows it - in exceptional circumstances for the most important partners you have.

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# How to create the package

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# How to build packages

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Whether we are talking about a general or project partnership, the first step is to understand the tools you have available to you on each of the segments (visibility, promotion, network engagement).

After that you need to decide if you want to create a single proposal or a tier of packages. In this regard, it is advisable to create two or more, where each of the builds on the previous one. This way, you have different options available to you during negotiations, instead of only one.





# How to build packages

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If you choose to build multiple ones, it is important to differentiate them. One good rule of thumb is to create a progression between them, in the sense that you create:

- a basic partner package (focused more on visibility and basic promotion);
- a medium partner package (with visibility, average promotion and basic network engagement);
- a developed partner package (with visibility, developed promotion and developed network engagement).

In the next slide you will find an example of a three-package structure.

You will also find a partner package to experiment with in the Officers' Portal.

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# How to build packages

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Category	Basic	Standard	Developed
Visibility	Basic	Medium	Advanced
Promotion	Basic	Medium	Advanced
Network	Non-interactive projects	Projects except Internal Meetings, Local events and personalised project	Access to all

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# What to ask in return



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# What to ask in return

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If you paid attention to the previous lessons, you know the answer to this question. You ask for what your Board needs. Is it panelists? Is it an academic board? Is it a prize for the winner of your competition? Is it money?

Of course, having in mind what you need, you also need to adapt your offer. Normally, when you ask for a speaker you do not need to give the same complex package of when you ask for financial support.

If it is money you are looking for, then you also need to have in mind the worth of what you are offering to the Partner. It is not just about setting a random number.

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# What to ask in return

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This is particularly important when going into the network engagement part of a general partnership.

As each initiative you include there has their own value and - ideally - their own package, then when discussing this part of a general partnership you need to add amounts and make sure it makes sense given the amount you ask just for one project.

Let's put this into practice.



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# What to ask in return

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Let's say you have divided your visibility and promotion into three categories:

- Basic (website+promo on social media) - 2000€
- Average (website+internal materials+promo on social media, newsletter, mailing list+blog) - 4000€
- Expanded (all of the previous, plus name on email signature, logo on social media banners) - 5000€

The promotion and visibility are the foundation of a general partnership. If a partner goes for the basic, then no projects are included. If they want more, then projects can be included.

Now let's say you have also developed packages for your initiatives: a MCC, an EWA, an NCM and a Career Fair.

- MCC - 500€
- EWA - 0€
- NCM - 1000€
- Career Fair 750€

In order to come with the final price of the package, you would need to add the values. This is why it is important to have an idea of how much your projects are worth, in order to then focus on the general packages. Do not neglect the project packages!

# Last tip

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# Be flexible and fair

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After creating these packages, do not take them as set in stone. They are guidelines for you to adapt during negotiations to the interest of your counterpart.

For that reason, if a potential partner does not really want promotion, but is very keen on having their logo everywhere, plus going to your NCM, why not giving them that? Just adapt your package to make it all about visibility and the NCM!

Take the packages you create from this lesson as a compass and adapt them to the externals you are facing. But be always sure to be consistent and proportional with what you ask and what you give and fair to the conditions you gave to other partners. Do not sell the same thing for different prices. They will find out and you will lose both.

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# Lesson 5 done!

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