[Date]

Dear [Dean or Professor]:

My name is \_\_\_\_\_\_\_\_\_\_\_, [CEO of ABC Equipment Finance/CBA Equipment Finance Service Provider, a commercial equipment leasing and finance company/service provider]. I am writing to offer your students (typically upper-level classes or MBA candidates) the opportunity to receive an in-person presentation describing the equipment leasing and finance industry and its role in the U.S. economy. We will present this information to your class without cost or obligation.

This presentation was developed by the volunteers of the Equipment Leasing and Finance Association (ELFA) ([www.elfaonline.org](http://www.elfaonline.org)). ELFA is a non-profit trade association representing about 575 companies in the $1 trillion U.S. equipment finance industry.

In 2018, a projected $1.676 trillion will be invested by U.S. businesses, nonprofits and government agencies in plant, equipment and software. Approximately 63%, or $1.059 trillion of that investment, will be financed through loans, leases and lines of credit.  America's equipment finance companies are the source of such financing, providing access to capital. Equipment finance companies also finance the export of U.S. manufactured products abroad.

Because this may well be the largest finance sector that is mostly missing from today’s business curricula, the ELFA volunteers developed the ELFA Guest Lecture Program ([www.elfaonline.org/glp](http://www.elfaonline.org/glp)) to increase awareness of our industry.

**Your students will benefit from our Guest Lecture Program presentation in a number of ways.** They’ll learn about the diverse career opportunities available in equipment finance and, as future financial decision makers, increase their awareness of commercial equipment leasing and finance as an alternative to cash or traditional business lines of credit.

We encourage you to add this presentation to your curriculum, and invite you and your students to consider the research opportunities available through our research affiliate, the Equipment Leasing & Finance Foundation (<https://www.leasefoundation.org/academic-programs/>).

Our volunteers have delivered the ELFA Guest Lecture Program at other institutions with overwhelmingly positive feedback from students and professors alike. Most recently, presentations were made at the Darden Graduate School of the University of Virginia, the Eli Broad School of Business at Michigan State University and Wharton’s Northern California branch. A blog post about the latest presentation at MSU was published at: [www.equipmentfa.com/blogs/3928/building-bench-strength-coaches-needed](http://www.equipmentfa.com/blogs/3928/building-bench-strength-coaches-needed).

Please consider taking us up on our offer to bring some business leaders into your finance classrooms. I will reach out to you shortly to discuss but, in the meantime, feel free to contact me.

Sincerely,

[Full Contact Information]