Introduction Letter

Dear Partner,

The **Erasmus Student Network (ESN)** is the largest non-profit international student organization in Europe, backed and supported by the European Commission. Our network is present in over **500 Higher Education Institutions across more than 40 countries**, working continuously to support, integrate, and enrich the experience of international exchange students.

ESN Lisboa plays a leading role in welcoming thousands of international students who choose Lisbon as their exchange destination each semester. To provide the best possible experience for our students while driving value for our local business partners, our Partnerships Department actively establishes strategic collaborations across key sectors in the city.

Through the **ESNcard** — the official membership card carried by thousands of exchange students in Lisbon — our members gain exclusive access to a wide range of benefits, including direct discounts, special promotions, and priority conditions provided by our partner network.

International mobility students represent a highly dynamic and valuable market segment. Arriving in Lisbon eager to explore the culture, gastronomy, travel, and leisure options, they demonstrate strong spending habits and an active lifestyle throughout their stay. A partnership with ESN Lisboa offers your brand direct visibility and engagement with this high-potential youth audience.

We would welcome the opportunity to connect and discuss how a collaboration between ESN Lisboa and your company can generate mutual value. We are available for an in-person or online meeting to present our association in detail and explore tailored partnership terms.

For more information about our network, feel free to visit www.esnlisboa.org and www.esn.org.

We look forward to your response at parcerias@esnlisboa.org (or parcerias.equipa@esnlisboa.org).

Warm regards,

Partnerships Department