

# TEMPLATE 16: SAMPLE EVENT SPONSORSHIP COVER LETTER

Dear {insert name}

**RE: XXXXXXXXXXXXXXXXXXXXXXXX**

I am writing to you concerning the xxxxxxxxxxxxxxxxxxxxxxxxxxxx to be held in xxxxxxxxxxxx, Coolamon on xxxxxxxxxxxxxxxxxxxx. You would be aware that the inaugural festival was held in 2011 and proved to be an outstanding community event with large numbers of people enjoying an evening of family entertainment. You can read more about the event in the attached sponsorship prospectus.

This year, the organising committee would like to offer the xxxxxxxxxxxx an opportunity to be a major sponsor of the event.

We are seeking sponsorship of \$xx which would provide xxxxxxxxxxxx with Silver Sponsor status.

As a Silver Sponsor for the event, xxx will receive the following benefits:

- xxx logo included on all event signage at venues as “Silver Sponsor”
- xxx logo in all event marketing print material and possible newspaper advertising
- xxx brand in the event program
- “Silver Sponsor” status on the CNYESP page of the Coolamon Tourism website and on the event Facebook
- Verbal acknowledgement at the event

Read more about the package on page five of the attached prospectus.

The 2011 event was exceptionally well patronised by the community and we are sure that through your support of the 201X event, xxxxxxxxxxxx will gain significant exposure and recognition as an organisation committed to rural communities.

Thank you again for your support, should you have any questions concerning event details, please contact me at xxxxxxxxxxxx.

Yours faithfully,