

## Sample Sponsorship Letter

Date

Contact

Title

Business Name

Address

City, Pro Code

Dear Contact,

The first paragraph is your opportunity to introduce your organization and/or event. This should include a brief description of the event (date, time and location), expected attendance and any other relevant information. The introductory paragraph should be no more than two to three sentences.

Next, outline your request. This paragraph should include a brief description of the event objectives and how supporting the event will impact the Community or help to realize the Committee's goals.

Explain how and why the Business or Individual should support the event. Include any benefits that would be associated with their sponsorship and list opportunities for brand exposure. These can be included in point form.

Reference any enclosures and be sure to provide copies of any sponsorship packages, brochures and/or any other promotional/marketing material.

Thank the sponsor for their consideration and include a timeline on when they can expect you to follow up and/or provide them details on how to solidify their commitment or obtain additional information.

Sincerely,

Committee Chair / Member

Phone Number