

Heading

Date
Name
Organization
Street
City, State/Province Zip/Postal Code

Dear [Name],

First Paragraph: The Opener

Open with one of:

- *Something you know about them*
- *Something powerful about your organization*
- *A personal connection*

Example 1 – All About Them:

We're very impressed with [their company]. Since [year], you've been supporting the community by buying from local businesses, sponsoring charitable events, and generally being a positive force in the world.

Example 2 – Powerful Messaging:

Did you know that events are one of the best ways to organize supporters and rally behind a cause? [Or a similar statistic or powerful message about the impact of your cause.] At [your organization], we're doing everything in our power to provide [be specific about the work you do].

Example 3 – Personal Connection:

We have a mutual [friend/associate/colleague/connection]! [Name] suggested I reach out to you about a sponsorship opportunity that would be a good fit for [you/your organization]. [Add two sentences about your association and the work you do. Be brief and specific!]

Second Paragraph: The Ask

We couldn't do the work we do for [recipients of your cause] without the help of generous people like you. That's why I'm reaching out to you today. We're looking for sponsors to help us throw our upcoming event—and we have plenty of ways for you to be involved:

- Monetary donations to help cover general expenses.
- In-kind contributions [be specific: wine, food, furniture, etc.] on the day itself.
- Offering to host the event in your venue or space.

Third+ Paragraphs: What's in it For Them

Here's a good spot for a sub-heading:

What's in it for you?

In appreciation of your generosity, we'd like to offer you the opportunity to promote [their company] or raise your profile with our event attendees as well as the general public [include approximate size of audience].

Gold Package [\$XXX]

Your own table and VIP access [or booth, depending on type of event], your logo on event t-shirts and in all social media and print advertising, inclusion on our website and in our sponsor directory, and a framed letter of recognition for your support.

Silver Package [\$XXX]

Your logo in all social media and print advertising, inclusion on our website and in our sponsor directory, and a framed letter of recognition for your support.

Bronze Package [\$XXX]

Inclusion on our website and in our sponsor directory and a letter of recognition for your support.

All donations over [\$XXX], will receive a letter of recognition for your support.

Closing Paragraph: Call to Action

We hope we can count on your support to help [insert goal here and be specific about the work you'll do based on the ask]! It would be great to chat with you to discuss this exciting opportunity for both of us. You can reach me directly at [phone number or email address].

I look forward to hearing from you soon. Thank you in advance!