

Template: Sponsorship Packet Cover Letter

Note: It's important to personalize the letter to each potential sponsor, highlighting any shared values or specific reasons why their sponsorship would be particularly meaningful. This shows that you have done your homework and are not just sending out a generic letter to everyone.

[Your Organization's Letterhead]

[Your Organization's Address]
[City, State ZIP Code]
[Phone Number]
[Email Address]
[Date]

[Contact Person's Name]
[Company Name]
[Company Address]
[City, State ZIP Code]

Dear [Contact Person's Name],

I hope this letter finds you well. My name is [Your Name], and I am [Your Position, e.g., the Event Coordinator] at [Your Organization's Name], a nonprofit organization dedicated to [briefly describe the mission of your organization].

We are thrilled to be organizing our annual [Name of Event], which is scheduled to take place on [Date] at [Location]. This event aims to [briefly describe the purpose or cause of the event, e.g., raise funds for children's mental health services]. It is an opportunity for us to make a positive impact in the community, and we are excited about the potential for collaboration with organizations that share our values and commitment.

Having researched [Company Name] and your ongoing efforts in [mention any relevant social initiatives or company values], we believe that your company's goals align beautifully with the mission of our event. We are reaching out to gauge your interest in partnering with us as a sponsor for this event.

Enclosed, please find a Sponsorship Packet that details the various sponsorship levels and benefits available. We have designed these packages to ensure that our sponsors receive valuable recognition and engagement opportunities, while also making a meaningful contribution to the cause.

We would be honored if [Company Name] would consider supporting [Name of Event] as a sponsor. Your involvement would not only help in making this event successful but also in making a difference in the lives of [specific group or cause].

I would be grateful for the opportunity to discuss this further in a meeting or phone call. Please let me know if you would be available for a brief conversation at your convenience. You can reach me directly at [Your Phone Number] or [Your Email Address].

Thank you for considering this sponsorship opportunity. We appreciate [Company Name]'s commitment to giving back to the community and hope to forge a meaningful partnership that benefits all involved.

Warm regards,

[Your Full Name]

[Your Position]

[Your Organization's Name]

Enclosure: Sponsorship Packet

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