

## Sample Sponsorship Letter

[Organisation address]

[Date]

Dear \_\_\_\_\_

I'm writing to invite you to sponsor \_\_\_\_\_, to be held on \_\_\_\_\_. This event is one of our major fundraisers for the year.

Our community is very excited about this event, which promises to be an evening of wonderful entertainment featuring [list major event features] and food stalls.

Sponsorship is a terrific way for you to gain visibility and generate goodwill and customers for your business.

Full sponsorship (including naming rights) or a contribution towards the hire of these items would be greatly appreciated:

- Inflatable screen      \$ \_\_\_\_\_
- Movie hire              \$ \_\_\_\_\_
- Sound system          \$ \_\_\_\_\_

Should you generously agree to fully fund one element of our event, you will receive:

- Advertising of your sponsorship in our newsletter (distributed to more than \_\_\_\_\_ people)
- Your logo and advertisement included in our 'Sponsors' presentation screened before, during and after the movie (\_\_\_\_\_ visitors expected)
- The opportunity to distribute advertising and promotional material (e.g. balloons, stickers, pamphlets, vouchers) at the event.

In addition, for sponsorship in excess of \$ \_\_\_\_\_, we will give you naming rights to the event and include your company name, logo and contact details on the screen throughout the evening.

This partnership proposal offers you the chance to create business opportunities while investing in the future of your community by supporting [insert cause]. Any profits generated from the event will be used for \_\_\_\_\_.

We understand that not all businesses will be able to take up the opportunity to fully sponsor our fete. Any pro bono support or donation you can provide will be gratefully accepted – see the attached document for ideas.



Should you have any queries, please contact me on \_\_\_\_\_. In any case, I'll call on you soon to follow up this letter.

Thank you for your ongoing support of \_\_\_\_\_.

Yours sincerely,

[Signature]

[Name], Fundraising Coordinator

[Organisation]



A Funding Centre tool – [www.fundingcentre.com.au](http://www.fundingcentre.com.au)

© Our Community Pty Ltd (not for distribution). This tool is authorised for use only by Funding Centre subscribers.