TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS:** **[Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE:** **[Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Business proposal letter for sponsorship

Dear Mr. Bloomfield,

On behalf of Handy Eelpout, I would like to thank you for the very generous support you have given to our annual holiday celebrations over the last few years.

This year, we once again have an available sponsorship opportunity at our holiday extravaganza and silent auction. Last year, thanks to our generous sponsors like yourself, we raised more than $200,000, which allowed us to provide clothing, food, coaching for job interviews and assistance with resume preparation for thousands of clients in 20XX.

This year, the 20XX event is being held on Friday and Saturday, Nov. 15 and 16, with three levels of available sponsorship:

* The Platinum Sponsor: We feature your company name and logo on our prominently displayed banner and all advertising and marketing material for the event advertising. The cost of this sponsorship is $7,000.
* The Gold Sponsor: We prominently feature your company name and logo on the banner and include your logo on the event T-shirt. The cost of this sponsorship is $2,000.
* The Silver Sponsor: We display your company logo on the event T-shirt for a cost of $1,000.

We look forward to a continued relationship with Bloomfield, Mercury, Ford & Lincoln to make our 20XX holiday extravaganza event even more successful than last year.

I look forward to speaking with you on Nov. 2 to discuss our initiative and answer any questions you may have.

Sincerely,

Susan McDaniel

Coordinator