TO

**[Receiver Name]**

**[Receiver Title]**

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

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

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

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Help us bring **[exhibit name]** to life at **[museum’s name]**

Dear **[sponsor’s name]**,

My name is **[name]** and I am the **[position]** of **[museum’s name]**. **[Give a brief description of your museum, especially if it is not as well known]**.

We are planning a **[program, event, exhibit]** and are so excited to launch it. Last year, our programs brought in **[amount of people]**, and we hope to pass those numbers this time around. We hope to bring **[give a brief description of your program/event/exhibit and something special and unique about it]** for our supporters and other **[type of museum, art, science]** lovers like you!

However, we need your help. There are many expenses that come with bringing **[program/event/exhibit]** to our patrons. With **[name a number of expenses]**, we need **[amount of money]**.

Would you consider helping to sponsor our **[program/event/exhibit]** ? With your support of amount of **[amount]**, we’d be so much closer to our goal.

If you’d like to discuss our plans and sponsorship options, please contact me at **[phone number]**. If you decide to become a sponsor, **[museum’s name]** would like to offer you **[incentive, for example: discounted tickets, a plaque, etc]**.

Thank you so much for any help you may be able to provide, we greatly appreciate it!

**[Phone Number]**

**[Email]**