



**Kirsty** Spraggon

**Sponsorship  
Request  
Letters**



## Sponsorship Request Letters

Below are some examples of what might go in to a request letter to gain sponsorship for any event you may run, or for joint alliances such as a newsletter or to gain donations for a charity auction. I have found in the past it is always best to slightly tweak other peoples examples to make them my own. So take the examples below and make them your own and add your voice to them. You may even like to combine parts of both and make it relative to your industry.

Example 1:

Date

Business Name

Address

Dear Potential Sponsor,

RE: ANNUAL CLIENT EVENT

Each year we hold a client event for all of our past and present clients. This function is to increase our business with repeat referrals as well as raising funds for (insert your chosen charity group).

I would like to extend an invite to your company to participate in this networking and advertising opportunity. We are looking for a contribution of \$1000 and for this we would ensure that you have ample opportunity to promote your business to approximately 150-200 clients that transact in real estate being buyers, sellers, developers, first home owners and investors. We will provide you with tickets to invite 5 guests of your choice be it colleagues, friends or clients.

We would ask that you provide to us with your company flag or banner so that we can display it at the venue, some brochures or information kits that we can supply to our clients on the night as well as company logos and information to promote your business. We will have a 'Property Review' presentation at the beginning of the evening, plus we will have our own slideshow presentation that will include your logos and perhaps some other information that I will discuss with you at a later date, this presentation will be continuously playing throughout the night.

We will take the opportunity to make a special mention of your support on the night and after the event we will be sending out a newsletter about the success of the night to the attendees as well as our database and will once again make mention of your support.

If you have any ideas or suggestions that you would like to discuss please do not hesitate to call, I would be happy to give you some more guidelines of what we require to benefit our clients as well as to promote your business.

Kindest Regards



Example 2:

Date

Business Name

Address

Dear Potential Sponsor,

RE: (INSERT CHARITY NAME) FUNDRAISER – DONATIONS NEEDED

My name is (insert your name) and I am a local(insert what you do). We are seeking your support in helping to raise funds for (insert charity name) at a Client Function at the Oxford Hotel in September this year of which over 150 of our business clients will be attending.

As (your company name) is a major sponsor of (insert charity name) we will be running raffles and auctions throughout the night with all monies collected being donated directly to (insert charity name) and we would really appreciate a donation of a product or service from your business.

In return for your generosity we will be announcing and thanking each individual business that donates to us as well as including them in our power point presentation that will be running through out the evening.

Please send us any product/voucher or service directly to:  
(your mailing address details)

Should you require any more information please do not hesitate to contact us on (your phone number).

Kindest Regards



Example 3:

Date

Business Name

Address

Dear Potential Sponsor,

RE: (INSERT YOUR COMPANY NAME - NEWSLETTER SPONSORSHIP)

As per our phone conversation I believe it would be mutually beneficial to do a joint newsletter to our client bases. This strategic alliance would see that we can contact twice the audience. This program involves combining the 'power' of (INSERT YOUR COMPANY NAME) distribution network with discount vouchers from local businesses with your client database.

Option 1: cost is \$200 including gst : this includes you having a space on the back of the newsletter as per attached pdf. Includes artwork, printing and distribution, 5000 copies to (insert the suburb area) and to my client database.

The next newsletter will be distributed by the 1<sup>st</sup> May 2005.

Option 2: For you to have 2 pages and we do a 4 page full color glossy newsletter. The quote is for 10,000 and 5000 would be distributed by you to your network and 4000 would be delivered by Australia Post to (insert the suburb area). Plus 1000 to my customer database.

Printing:	\$2000.00 incl. GST
Artwork:	to be provided individually
Distribution and mail outs postage:	\$500.00 incl. GST

The cost to you would be 50 percent: \$1250.00

I would require artwork for the printers by (insert date) and distribution for the week of (insert date)

I believe this joint venture would create enormous awareness for both you and (insert company name) in the local area.

I look forward to speaking with you soon.

Kind Regards