

Example Sponsorship Letter

Organization or Event Logo

Feature your name and/or event logo, or print on high quality letterhead, to remind sponsors who they'll be supporting.



8.5" x 11"

Try to keep letters to one sheet of paper. Additional info about sponsorship tiers, the event and/or your organization may be included on separate sheets.

Salutation

Keep it personal. Depending on your relationship with the potential sponsor, you may want to use a formal greeting.

June 1, 20XX

Tell a Story

Tug at their heartstrings with a personal and heartfelt anecdote that relates to your cause. Be specific about what has been or will be done to help.

Dear Sandy,

I am writing to you on behalf of Children's Hospital of Anderson County (CHAC) to request your support for the CHAC Cherishes Children gala, a very special event to raise money for the CHAC Heart, Cancer, Neuroscience and Orthopedics institutes. The gala will be held on August 24, 20XX at The Island Hotel in Newport Beach.

Demonstrated Results

If your event has been held in the past, quantify your fundraising and attendance success.

The CHAC Cherishes Children gala supports children like Emily Hansen, a 9 year old girl who suffers from a rare form of Epilepsy. Having endured over 200 seizures and more than 10 hospitalizations beginning 5 weeks after her birth, Emily reminds us just how important our assistance is.

Last year's event was a tremendous success; nearly 400 guests attended the sold-out event, raising more than \$215,000 to support the care, services, education and research that CHAC provides over 5,000 children each year.



Emily Hansen

Bolded Call to Action

Make sure the reason you're contacting them is obvious. It's also nice to address them directly in the body of the letter.

We hope Winspirational Wine Cellars will consider sponsoring CHAC Cherishes Children. Your generous support enables a greater portion of the night's revenue to go directly toward saving children's lives, plus your logo and brand will appear in our promotional materials.

Bolded Deadline

Encourage readers to commit to sponsorship early to receive more pre-event coverage.

Please see the attached insert for details concerning this year's sponsorship levels and incentives. To become a sponsor, complete the enclosed form and return it to me **by Wednesday, July 15th** using any of the contact methods listed below. Please keep a copy of the form as a receipt for your records.

Finally, don't hesitate to contact me if you have any questions or requests regarding the sponsorship packages.

On behalf of the children at CHAC, thank you very much for your time and consideration.

Sincerely,

Summy Lau

Summy Lau

CHAC Gala Committee Member
cell: 949-544-8556
email: info@chaccherishes.org
www.chaccherishes.org

Identify Yourself

Sign every letter personally, followed by your title and contact info.



Include Pictures

Photographs that relate to your emotional story and/or event add credibility and dimension.

Organization Logo

If you used your organization logo at the top, you can replace with your website or other important contact information.



Fed Tax ID#: 55-1234567

Federal Tax ID#

A Federal Tax ID# helps donors write off their sponsorship (tax benefits vary by state). It also assures potential donors that your operation is legitimate. Refer donors to their CPA if you get any questions about tax write-offs.