

Sponsorship Proposal Cover Letter

Date

Your Name

Your Organization's Name

Street

City, State ZIP

Dear [CEO/CSR Manager/Business Owner/etc.],

[Open with a description of your organization. Give some brief background including your mission, vision, and how you serve your community.]

We are hosting our [event name] on [date] at [location]. Last year's event was such a huge success that we decided to host the event again!

In the past, this event has raised [amount] and has [list out specific accomplishments using statistics and figures].

This year we're hoping to raise even more! Our goal is [amount], and we were hoping that you could help us reach that goal.

By becoming one of our corporate sponsors, you'll be able to [list out projects that corporate donations could help accomplish].

We've also listed out some of the incentives and perks that your company can enjoy should you decide to become one of our corporate sponsors (see attached Sponsorship Levels Document). Regardless of the amount you choose to give, your company name will be included in our event program and you'll be included in the press release that we'll publish on our website.

We're accepting cash donations as well as in-kind donations of goods or services. Feel free to make a contribution that you're comfortable with.

See the attached Sponsorship Levels Document to find the giving level that's right for your company. If you're ready to make a donation, please tear off the perforated section of the following document and send it back to us in the self-addressed envelope we've enclosed.

I'd like to thank you in advance for your generosity. Please don't hesitate to contact me directly at [phone number] or [email] if you have any questions.

Sincerely/All the best/etc.,

[Your printed name]

[Your title]

[Your signature]