
Basketball Sponsorship Letter

Date: June 11, 2024

To: Jane Smith

Marketing Director

ABC Corporation

456 Corporate Blvd

Metropolis, NY 10101

Subject: Sponsorship Proposal for Springfield Tigers Basketball Team

Dear Ms. Smith,

I hope this letter finds you well. My name is John Doe, and I am the Manager of the Springfield Tigers Basketball Team. We are excited to inform you about our upcoming season, scheduled to take place from September 2024 to March 2025, and we are seeking sponsorship from ABC Corporation to help us achieve our goals and make this season a grand success.

Our basketball team, Springfield Tigers, has a rich history of promoting sportsmanship, teamwork, and excellence both on and off the court. We are committed to fostering young talent and providing opportunities for our players to develop their skills and achieve their full potential. Our team has achieved numerous accolades, including last year's championship in the regional league.

Why Partner with Us:

- **Visibility and Exposure:** ABC Corporation's logo will be prominently displayed on team jerseys, banners at our home games, and in all promotional materials.

Our games attract a large audience, including students, parents, and local community members.

- **Community Engagement:** By sponsoring our team, ABC Corporation will be seen as a key supporter of local youth development and sports, enhancing your brand's image within the community.
- **Marketing Opportunities:** We will feature ABC Corporation in our social media campaigns, newsletters, and on our website, reaching a broad audience of sports enthusiasts and community members.
- **Exclusive Benefits:** As a sponsor, you will receive VIP passes to our games, opportunities for product placement at events, and a chance to interact directly with our players and fans.

Sponsorship Levels: We offer various sponsorship levels to accommodate different budgets and marketing objectives:

1. **Platinum Sponsor:**

- Prominent logo placement on team jerseys, banners, and promotional materials
- Naming rights for the main event or season
- \$10,000

2. **Gold Sponsor:**

- Logo on team jerseys and event banners
- Mention in all promotional materials and event communications
- \$5,000

3. **Silver Sponsor:**

- Logo on event banners and promotional materials
- Mention in event communications and social media shoutouts
- \$2,500

We are also open to customizing a sponsorship package to better align with ABC Corporation's marketing objectives and budget.

We believe that a partnership with ABC Corporation will be mutually beneficial, helping us to provide a memorable season for our team while offering valuable exposure and engagement opportunities for your brand. We are enthusiastic about the possibility of working together and look forward to discussing this opportunity further.

Thank you for considering our proposal. I will follow up with you next week to discuss your interest and answer any questions you may have. In the meantime, please feel free to contact me at (555) 123-4567 or john.doe@example.com.

Sincerely,

John Doe

Manager

Springfield Tigers Basketball Team

123 Main Street, Springfield, IL 62701

(555) 123-4567

john.doe@example.com