

# Sports Sponsorship Proposal Letter

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**Springfield Sports Club**

**Date:** June 11, 2024

**To:** Jane Smith

**Marketing Director**

**ABC Corporation**

**456 Corporate Blvd**

**Metropolis, NY 10101**

**Subject: Sponsorship Proposal for Springfield Tigers Youth Soccer 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 Youth Soccer Team. We are writing to explore the possibility of a sponsorship partnership with ABC Corporation for our upcoming soccer season, which is scheduled to take place from September to December 2024.

The Springfield Tigers have a proud history of fostering young talent and promoting sportsmanship and teamwork in our community. Our team has achieved numerous accolades, including last year's championship in the state youth league. Our mission is to provide a positive and enriching environment for young athletes to develop their skills and grow both on and off the field.

## **Why Partner with Us:**

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

games attract hundreds of local spectators and are covered by local media, providing significant exposure.

- **Community Engagement:** By sponsoring the Springfield Tigers, ABC Corporation will be seen as a vital supporter of community activities, fostering a positive image and building goodwill.
- **Marketing Opportunities:** We will feature ABC Corporation in our social media campaigns, website, and newsletters, reaching a broad audience of parents, supporters, and local businesses.
- **Exclusive Benefits:** As a sponsor, you will receive VIP passes to our games, opportunities for product placement at events, and a meet-and-greet session with the team.

**Sponsorship Levels:** We offer various sponsorship levels to accommodate different budgets and marketing objectives. Here are the details:

**1. Platinum Sponsor:**

- Prominent logo placement on team jerseys and banners
- Naming rights for our annual tournament
- \$5,000

**2. Gold Sponsor:**

- Logo on team jerseys and promotional materials
- Banner placement at home games
- \$3,000

**3. Silver Sponsor:**

- Mentions in promotional materials and social media shoutouts
- Banner placement at home games
- \$1,500

We are more than willing to customize 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 and help us achieve our goals while providing valuable exposure and marketing opportunities for

your brand. We are excited 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](mailto:john.doe@example.com).

Sincerely,

**John Doe**

Manager

Springfield Tigers Youth Soccer Team

(555) 123-4567

[john.doe@example.com](mailto:john.doe@example.com)