

Sample Sponsorship Request Letter

(use organization letterhead)

Date

Contact Name

Business Name

Address

City, ST ZIP

Dear :

I write you, as a fellow tennis enthusiast, (or say something else personal here if you know them), to let you know of an opportunity that may interest you and your company. The XYZ Community Tennis Association is hosting its Third Annual Memorial Tennis Tournament August 25-27, 2007. I invite you to participate as a sponsor of this event, the premier tennis competition in our region.

Proceeds of the tournament will support disadvantaged junior tennis players in our community who have promising tennis futures at the college or even professional levels. However, many do not have the resources to obtain necessary training/coaching or to attend regional competitions. For many of these teens, a tennis scholarship is their best chance to earn a college education. You might have seen the recent article about Joe Smith who was recruited by ABC College for his outstanding tennis credentials. Joe is a graduate of our program, and credits support from the CTA for his success.

Last year our Memorial Tennis Tournament, in only its second year, attracted 100 players and raised \$5,000. With your support this year, and the continuing support of our past sponsors, we feel confident we can achieve our goal of \$10,000 this year.

I have attached a Fact Sheet about the Tournament, and a description of the various sponsorship opportunities and benefits. In addition to the specific benefits associated with individual sponsorship levels, sponsors will enjoy increased name recognition and goodwill in the local community. The total sponsorship package offers exposure that can be more directly targeted, more effective, and less costly than traditional advertising.

After you have had a chance to review the information enclosed, I would be happy to answer any questions or custom design a sponsorship package to fit your needs. I will contact you within the week to follow-up.

I look forward to your support in making our Memorial Tournament a smashing success. Thank you for your consideration.

Sincerely,

[IMPORTANT NOTE]

A handwritten note at the bottom of the letter – or even at the top - is extremely effective. First of all, it shows that you, the asker, are involved and not just a figurehead chair or committee member. It also reinforces that *people give to people - not causes* - and your personal interest in the prospective donor will make it harder for him to say no.

Examples of personalization:

“Ted, I hope you’ll get back on the court soon” or “Ted, hope you’re feeling better”

OR

“Thanks, Ted, for whatever you can do. Our juniors are counting on you!”

OR

“Ted, feel free to come out and meet some of the junior players that benefit from this tourney! Call me and I’ll introduce you!”

OR

“Ted, I’ve been involved with this tournament since the beginning. It has helped so many youngsters in our area!”