

PDF Sponsorship Proposal Letter Template

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PDF Sponsorship Proposal Letter Template

[Your Name]
[Your Title]
[Your Organization]
[Your Contact Information]
[Date]

[Sponsor's Name]
[Their Title]
[Their Company]
[Their Address]

Dear [Sponsor's Name],

Introduction

Introduce yourself and your organization. Briefly describe the purpose of reaching out—proposing a partnership or sponsorship for a specific project, event, or initiative. Explain your organization's relevance and quickly outline what the sponsor can gain from the collaboration.

Example:

"We are organizing [event/project name], an initiative that brings together [target audience] and highlights [the event's objective or theme]. We believe that [sponsor's company] would be an ideal partner in helping us achieve our goals while offering you significant brand exposure and engagement with our audience."

About the Event/Project/Initiative

Provide a brief but compelling overview of the event or project. Mention key details such as:

- The event date, location, and expected attendance
- The cause, theme, or objective of the project
- Its specific value to the community or industry
- The target audience

Example:

"[Event/project name] will take place on [date] at [location] and is expected to attract [number] attendees, primarily consisting of [demographic details]. This event offers networking, engagement, and cultural enrichment opportunities."

Sponsorship Opportunities

Briefly outline the sponsorship opportunities. If you have multiple tiers or levels (e.g., Gold, Silver, Bronze), mention them here, highlighting each package's offerings.

Example:

"We offer various sponsorship levels, each tailored to maximize your brand's visibility and impact. Our Gold package, for instance, includes [key benefits such as media exposure, logo placement, VIP access, etc.], while our Silver and Bronze options offer [benefits]."

Sponsorship Benefits

This section should clearly outline the benefits the sponsor will receive, such as:

- Brand visibility and recognition
- Audience engagement and new customer acquisition
- Alignment with a cause or community
- Return on investment (ROI) through media exposure, social media mentions, etc.

Example:

"By sponsoring [event/project name], your company will benefit from [exposure in front of a targeted audience, networking opportunities, logo placement on materials, media coverage], providing valuable brand alignment with [specific causes or audience]."

Call to Action

End the letter with a call to action, inviting the potential sponsor to discuss the opportunity further. Offer to send more detailed information and suggest scheduling a meeting or call.

Example:

"We would love to explore how [sponsor's company] can partner with us to make this event successful. I would be happy to provide more details or arrange a meeting to discuss the potential sponsorship in greater depth. Please feel free to get in touch at [phone number] or [email]."

I appreciate your consideration and look forward to the possibility of collaborating.

Sincerely,

[Full Name, Title]

[Organization]

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