

# PDF Sports Team Sponsorship Proposal Letter Template

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Your Team  
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Name of Team

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

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

Dear [Sponsor's Name],

## **Introduction**

Introduce yourself and your sports team. Briefly explain the purpose of your outreach—proposing a sponsorship opportunity for the team's upcoming season, tournament, or event. Highlight how the partnership can benefit the sponsor in terms of brand visibility and engagement with the team's loyal fanbase.

**Example:** "As [Team Manager/Coach] of [Sports Team Name], I'm thrilled to present an opportunity to partner with our team for the [upcoming season/tournament name]. With a strong following of [number] fans and a consistent track record of performance, [Sports Team Name] offers your brand unparalleled exposure to an engaged and growing audience."

## **About The Team**

Provide a compelling overview of your sports team, touching on:

Its history and achievements (e.g., championships won or milestones).  
The level of play (e.g., community league, regional tournaments, or professional competition).  
The team's mission and community involvement.

**Example:** "[Sports Team Name] has been a cornerstone of [local area/league] sports since [year]. Known for [specific achievement], our team strives to inspire our community on and off the field. This year, we're participating in [name of league or tournament], which promises to attract [audience demographic details]."

## **Sponsorship Opportunities**

Briefly outline the available sponsorship opportunities, including tiers if applicable. Highlight unique branding opportunities like jersey placement, social media promotions, or event branding.





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