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Sample Fundraising Letter: Team Sponsorship Request

Children's sports team really depend on sponsorship support from local businesses. One of the keys to attracting new sponsors is to be among the first organisations to ask for support from new businesses in your community. Get a head start by having a sample fundraising letter prepared so you can ask for help from new companies when they're brand new and looking for a way to get their names out in the community.

Sample Special Event Team Sponsorship Request

Dear [Recipient's Name]:

Congratulations on your decision to open a new business in [name of community]. Now that your company is open, I'm sure you're looking for opportunities to increase visibility and express your support for the community. I'd like to share with you how sponsoring [name of sports team] can help your business while at the same time have a positive impact in the lives of local youth.

Each season, [number] of local children participate in [name of activity] in our community. We rely on the support of local business leaders like yourself to cover equipment and operating expenses for this valuable experience for youth. In turn, sponsors receive exclusive exposure to the many parents and other community leaders who attend [name of team] games and other events.

By sponsoring a banner at our playing facility, you'll have a captive audience exposed to your marketing message on an ongoing basis throughout the season. You can have a

banner in [name of team's] playing facility for a full year, for just \$200. Your support can create awareness and goodwill for your organisation, and you're likely to find that parents and other supporters find the idea of doing business with our sponsors quite appealing. Please call me at [telephone number] to reserve your space. Thank you in advance for your consideration and support.

Sincerely,

[Name]

[Name of Team] Sponsorship Chair

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