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## **Sample Fundraising Letter: Soliciting Sponsors**

If your charity is planning a special event, soliciting sponsors is probably near the top of your to-do list. Sponsors provide a major support of revenue for most special events, so having an effective sponsorship request letter is a must.

### **Sample Fundraising Letter to Solicit Sponsors**

Dear [Recipient's Name]:

[Name of organization] is making plans for the annual [name of event]. The success of this event is credited largely to our sponsors, who lend their names and financial support to the event. The money we raise each year goes to [purpose of fundraiser], and this years goal is [number] dollars.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of [name of organization]. For a small donation, you'll be able to enjoy excellent exposure to this important segment of your target audience.

We have [number] levels of sponsorship packages, as detailed on the enclosed sponsorship commitment form. You can select the level of participation that best meets your needs, and be secure in the knowledge that your sponsorship fee will be used to help [name of organization] fund [program or activity] in the community.

We're counting on your support, and will be happy to answer any questions you may have. Please return your sponsorship commitment form in the enclosed envelope or fax it to [fax number]. Thank you in advance for your willingness to

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support the efforts of [name of organization] and make a difference in our community.

Sincerely,

[Your Name Here]  
Special Event Coordinator

<http://www.redhotfundraisingideas.com>