***Sponsorship Letter Example***

*Date:*

*Subject: Join brands like [Sponsor Name] at [Sponsor Name] at [Event Name]!*

*Hello [Potential Sponsor’s Name],*

*Hope you’re having a great week! My name is [Your Name] and as the [Your Position] at [Your Organization’s Name], I am a longtime fan of work to [reference specific projects or initiatives the recipient is responsible for].*

*As you might already know, the [Event Name] is the “[sponsor testimonial referring to the “can’t miss” nature of the event]” event for brands like [Sponsor Name], [Sponsor Name], and more.*

*This year, we’re doing it even bigger and better with exclusive [sessions, masterclasses, or other networking opportunities] focused on [briefly describe the purpose and goals of the event].*

*Obviously, we think [Company Name] would be a great fit. Your support as a sponsor for [Event Name] would mean increased brand visibility, networking opportunities, and a chance to show your commitment to [event goal or mission] to more than [number and type of attendees/attendee job titles].*

***By sponsoring [Event Name], [Company Name] could gain access to:***

* *Visibility in all promotional materials and signage*
* *Recognition in partner and media coverage*
* *Access to attendees and networking*
* *Live shout out during the event*
* *[add any additional benefits included in your sponsorship packages]*

*We have sponsorship opportunities to fit a variety of budgets and goals. I've attached a detailed packet with more info and would love to set up a quick phone call to chat more about what might work best for you.*

*When is a good time to connect?*

*Sincerely,*

*Name, Title, Organization*