 ***Sponsorship Letter Example***

(date)

Mr. John Doe

XYZ Incorporated

1234 Valdosta Street

Valdosta GA 31698

Dear Mr. Doe,

My name is (insert name), President of the (club name) Club at Valdosta State University. This is our (year) season as a club on campus. During this time we have <**insert some fun facts about club (won 12 tournaments, become the largest club at Valdosta)**>. In the previous seasons we have competed in the (league or governing body). We are proud to represent the Blazers as the officially sanctioned (name) club recognized by the university.

The team and I are attempting to raise funds to help us train and compete against other universities within our region. As you can imagine with the cost of facility space, travel, and equipment, we have a high overhead for a non-varsity sport, and our budget allocation is small from the University. We are conducting a fundraiser on campus this (month) to not only raise revenue, but also awareness of our presence on campus. We would like to (explain what - i.e. raffle off a gift certificate from your store), as well as some other sponsorship items we have secured for the event.

I understand that (whatever you are asking for) is not cheap and that you don’t give them out to just anybody who solicits your company. In return for your sponsorship we would < **we will advertise our fundraiser on fliers showing your logo all over campus**.> I would like to suggest that we reach some sort of mutually beneficial agreement that might help us both out.

Thank you very much for considering this proposal. I would welcome the opportunity to discuss the matter at greater length.

Respectfully,

Joe Clubguy

President, VSU Club

(phone number)

(email address)

(website if applicable)