

Sponsorship Letter Example

(date)

Mr. John Doe
XYZ Incorporated
2020 W. Tennessee St.
Tallahassee, FL 32301

Dear Mr. Doe,

My name is (insert name), President of the (club name) Club at Florida State University. This is our (year) season as a club on campus. During this time we have gone from a few interested players to a recognized club that is capable of competing against schools such as (team examples i.e. UF, UCF, etc) to name a few. In the previous seasons we have competed in the (league or governing body). We are proud to represent the Seminoles 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 the gift certificate is very expensive and that you don't give them out to just anybody who solicits your company. In return for your sponsorship (at whatever level you choose) we would place a banner advertising your store in a prominent student flow area where we will be conducting our fundraiser for two weeks. In addition we will advertise our fundraiser on fliers showing your logo all over campus. We would also be willing to silk screen your logo on our jerseys. I would like to suggest that we reach some sort of mutually beneficial agreement that might help us both out.

It is clear through your excellent reputation that your store is a champion for supporting under-funded programs, and financially less fortunate athletes. I hope we can offer the opportunity to extend that commitment further. Thank you very much for considering this proposal. I would welcome the opportunity to discuss the matter at greater length.

Respectfully,

Joe Clubguy
President, FSU Club
(phone number)
(email address)
(website if applicable)