

Sample Sponsorship letter from The Wild Woman's Guide to Fundraising



<Date>

<Name>

<Address>

<City>, <State>, <Zip>

Dear Ms. Feliz,

It was so nice to chat with you today! Based on our conversation about your marketing priorities (X, Y, and/or Z) and what we can offer in terms of reach and trust in the community, our gala in December could be a match for you!

Our gala is quickly becoming *the* event to attend in Westchester County! It's going to be an incredible, star studded evening at the Pituitary Center in New York City, with the theme of "Arabian Nights." We'll have wonderful music, fabulous auction items, and a delicious dinner.

XYZ nonprofit is a 501(c) 3 non-profit organization that provides the **only** shelter and support services in Westchester County for empowering women and children who are survivors of domestic violence and sexual assault. XYZ nonprofit provides shelter to over 4,500 women and children each year. We counsel over 10,000 women who call our crisis line, and 3,000 additional women develop a safety plan with one of our outreach advocates. It is our hope that this auction, attended by many rich, famous and influential people (list electeds if you have them), will spark more than donations for our organization, but a greater awareness of domestic violence and its consequences for all people.

It's not just an opportunity to attend a fun party, it's an opportunity to get involved.

Sponsorship bands are:

Star mid-4 figures

Gold mid-5 figures

Platinum mid-6 figures

(describe different things they get for different sponsorships)

Your sponsorship will ensure that our event will be a great success! And here is what you get in return. (sample things to offer for sponsors)

- Your organization will receive recognition in our e-newsletter going out to over 1,000 people dedicated to our cause throughout the Westchester community.
- 300 minutes of unparalleled advertising time with 500 affluent people
- A tactile shopping experience
- A one on one connection between your company and a captive audience
- You will also receive recognition in all printed Gala materials, including our invitations sent out to some of the most influential and prosperous people in New York,
- A table of 8 designated for your guests, and
- The knowledge that you are making a difference in the fight against domestic and sexual violence in our community.

I know you will need to talk things over with your team. If you have any questions, please contact me at 971-xxx-1234 x100.

Thank you again for your support of the life saving services we provide to the community.

Sincerely,

Mary Ferrari
Executive Director