

[Your Name]  
[Street Address]  
[City, ST ZIP Code]  
[Date]June 23, 2015

[Recipient Name]  
[Title]  
[Company Name]  
[Street Address]  
[City, ST ZIP Code]

Dear [Recipient Name]:

[Insert Club Name] has achieved levels of success over the previous [Insert Number] seasons. We are looking for a successful company to partner with that has an understanding and appreciation of how the power of sport changes lives. We see those qualities in your company and we invite you to join [Insert Club Name] in our mission [Insert Mission Statement].

As a sponsor of [Insert Club Name] you will be a part of [Insert Potential Benefits of Partnering]. [Describe the Benefit in full detail, along with how your club will take the initiative to best insure Benefit]. Sponsors of [Insert Club Name] will be acknowledged as the trusted and recommended expert in [product/service] to other members of the sports community looking for a [service/product] from the [Insert Industry].

[Describe what your club has done in the past in greater detail]. Together, [Insert Sponsor's Name] and [Insert Club Name] can empower [Target Demographic i.e. children, teenagers or adults] in [Target Community] to further pursue physical activity and social cooperation in the heat of competition.

We look forward to a [partnership/sponsorship] with your company. Our joint venture initiative will [Insert final comment on how this will make a difference for your club]

Sincerely,

[Your Name]

[Address]