

Sponsorship Letter Template

Use this customizable template to approach potential sponsors for your nonprofit campaign or event.

Dear *[Sponsor Name]*,

I'm reaching out on behalf of *[Organization Name]*, a local nonprofit dedicated to *[mission or cause]*. We're excited to announce *[event or campaign]* taking place on *[date]*, and we'd love for your company to be a part of it.

As a valued community leader, your support would help us *[impact statement — e.g., expand our outreach, fund a program, etc.]*. In recognition, we'd proudly feature your business in our *[magazine, website, event banners, social media, etc.]*, giving your brand visibility to *[audience details]*.

Sponsorship opportunities start at *[amount]*, with options to suit any budget. I'd be happy to send you our full sponsorship package and discuss how we can align this partnership with your goals.

Thank you for considering this opportunity to support *[cause]*. I'll follow up soon, or you can reach me directly at *[phone/email]* to discuss.

Warm regards,
[Your Name]
[Your Title]
[Organization Contact Info]

Tip: Personalize each letter by mentioning the sponsor's values or past community involvement.