



# THE SPONSORSHIP ROADMAP

## [Template] General Sponsorship Letter

Your Company name  
Address  
City, State, Zip

Name of Prospective Sponsor  
Name of Contact at Prospective Sponsor  
Address  
City, State, Zip

Date

Dear (Name of the Person)

**First Paragraph:** In this portion of the letter properly introduce yourself and the company or organization you represent. Also include why you want to work with them as a sponsor.

**Second Paragraph:** This paragraph should have details and pertinent information of your sponsorship property.

**Third Paragraph:** This is the paragraph where you share how you want to help them reach their business goals. Share benefits to the sponsor, but carefully choose your words. In sharing the benefits and how you can help them, do not demand their support or sponsorship. Show gratitude for their consideration.

**Fourth Paragraph:** What do you want them to do next? Ask for the meeting. Be specific.

Sign Letter

Your Contact Details