



# THE SPONSORSHIP ROADMAP

## [Sample Letter] Initial (Pitch) Letter for Sponsorship

Chick-fil-A  
Attn: [REDACTED]  
5400 Buffington Road  
Atlanta, GA 30349

Dear [REDACTED], I recently heard some of the Chick-fil-A cows were in an intense discussion about “Birdees, Eegles, and Chikin.” I couldn’t help but notice they wanted to let fellow golfers know about Chick-fil-A, so I am contacting you about the possibility of Chick-fil-A sponsoring the 1st Annual Heaven’s Helpers Ministry Golf Tournament benefitting our Founder’s Circle work.

Heaven’s Helpers Ministry is well established as one of the premier non-profit organizations providing educational programming and services to seniors within the Baltimore and Washington D.C. areas.

Most of our current donors and the families of our clients and their demographics match the profile of your target audiences identified on your website. Through our giving, we’ve served over 100,000 people who are our primary market.

We have a range of innovative marketing and sponsorship opportunities to get your brand more exposure in these markets and to build more sustainable relationships within your target markets.

We would love the opportunity to discuss these options with you at a meeting. Are you available next Tuesday at 11:15am for a phone call?

We look forward to speaking with you to ensure the survival of cows by helping others “Eat More Chikin”.

Here’s to saving the cows,  
[REDACTED]

PS: We’d love for the cows to come and play around of golf with us.