

Requesting corporate sponsorship for a small town sporting event involves reaching out to potential sponsors with a well-crafted letter. Below are twelve templates for such letters, each tailored for different scenarios and potential sponsors.

## Template 1: Local Business Sponsorship Request

[Your Name]  
[Your Position]  
[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[Business Owner's Name]  
[Business Name]  
[Address]  
[City, State, Zip Code]

Dear [Business Owner's Name],

I am reaching out on behalf of [Event Name/Organization] to request your support as a sponsor for our upcoming sporting event, [Event Name], scheduled for [Date]. This event brings together the local community and promotes health and sportsmanship.

Your sponsorship would greatly contribute to the success of [Event Name]. We have various sponsorship packages available, detailed in the attached document.

We would be honored to have [Business Name] as one of our esteemed sponsors.

Sincerely,

[Your Name]

## Template 2: Corporate Sponsorship for Equipment

[Your Name]  
[Your Position]  
[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[CEO/Manager's Name]  
[Corporation Name]  
[Corporate Address]  
[City, State, Zip Code]

Dear [CEO/Manager's Name],

I am writing from [Event Name/Organization] to request your support in sponsoring sports equipment for our upcoming event, [Event Name], on [Date]. Your contribution would provide much-needed equipment for the participants, enhancing the overall experience.

We believe that [Corporation Name]'s involvement would not only benefit the event but also provide positive exposure for your brand.

We appreciate your consideration and are available to discuss this opportunity further.

Sincerely,

[Your Name]

## Template 3: Sponsorship for Team Jerseys

[Your Name]  
[Your Position]  
[Sports Team Name]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[Business Owner's Name]  
[Local Business Name]  
[Address]  
[City, State, Zip Code]

Dear [Business Owner's Name],

I am writing to you as the coach of [Sports Team Name] to seek your sponsorship for new team jerseys. Our team is gearing up for the upcoming season and your support would be invaluable.

Sponsoring the jerseys would offer visibility for [Local Business Name] at all our games and events. We would be proud to represent your business on the field.

Thank you for considering our request.

Sincerely,

[Your Name]

## Template 4: Sponsorship for Refreshments

[Your Name]  
[Your Position]

[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[Business Owner's Name]  
[Local Restaurant/Café Name]  
[Address]  
[City, State, Zip Code]

Dear [Business Owner's Name],

I am reaching out from [Event Name/Organization] with an exciting opportunity for [Local Restaurant/Café Name] to sponsor refreshments at our upcoming sporting event on [Date].

Your participation would be a great addition to the event and an excellent way to showcase your products to the local community.

We look forward to potentially partnering with you for this event.

Sincerely,

[Your Name]

## **Template 5: General Sponsorship Request**

[Your Name]  
[Your Position]  
[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[Business Owner's/Manager's Name]  
[Company Name]  
[Address]  
[City, State, Zip Code]

Dear [Business Owner's/Manager's Name],

I am writing on behalf of [Event Name/Organization] to request your support as a sponsor for our upcoming event. This event is a great opportunity for local businesses like yours to gain visibility and connect with the community.

We have several sponsorship levels and benefits, which I have outlined in the attached document. Your support would be greatly appreciated.

Thank you for considering this opportunity.

Sincerely,

[Your Name]

## **Template 6: Sponsorship Request to a Former Athlete**

[Your Name]  
[Your Position]  
[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[Former Athlete's Name]  
[Address]  
[City, State, Zip Code]

Dear [Former Athlete's Name],

As a respected former athlete and a well-known figure in our community, your support for [Event Name] as a sponsor would be invaluable. The event aims to foster local talent and promote sports in our community.

We would be honored to have you on board as a sponsor and a role model for our participants.

Looking forward to your positive response.

Sincerely,

[Your Name]

## **Template 7: Sponsorship Request for a Charity Event**

[Your Name]

[Your Position]

[Charity Event Name]

[Address]

[City, State, Zip Code]

[Email]

[Phone Number]

[Date]

[Business Owner's Name]

[Company Name]

[Address]

[City, State, Zip Code]

Dear [Business Owner's Name],

I am writing to seek your sponsorship for our charity sporting event, [Charity Event Name], which will be held on [Date]. The event will raise funds for [Charity Cause], and your support

could significantly impact our fundraising efforts.

Your sponsorship would not only help a noble cause but also provide [Company Name] with meaningful exposure.

We hope you will consider this opportunity to make a difference in our community.

Sincerely,

[Your Name]

## **Template 8: Sponsorship Request Highlighting Community Impact**

[Your Name]

[Your Position]

[Event Name/Organization]

[Address]

[City, State, Zip Code]

[Email]

[Phone Number]

[Date]

[CEO/Manager's Name]

[Corporation Name]

[Corporate Address]

[City, State, Zip Code]

Dear [CEO/Manager's Name],

I am writing from [Event Name/Organization] to highlight an opportunity for [Corporation Name] to contribute positively to our community by sponsoring our upcoming sporting event.

Your sponsorship would help create a successful and memorable event, greatly impacting our local sports community.

We are excited about the possibility of partnering with [Corporation Name] for this event.

Sincerely,

[Your Name]

## **Template 9: Request for Media Sponsorship**

[Your Name]  
[Your Position]  
[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[Station Manager's Name]  
[Radio/TV Station Name]  
[Address]  
[City, State, Zip Code]

Dear [Station Manager's Name],

I am contacting you from [Event Name/Organization] with a unique sponsorship opportunity. We are seeking a media partner for our upcoming sporting event and believe [Radio/TV Station Name] would be a perfect fit.

Your sponsorship in the form of event coverage and promotion would be invaluable to us.

Thank you for considering this opportunity.

Sincerely,

[Your Name]



## **Template 10: Sponsorship Request to a Health and Fitness Company**

[Your Name]  
[Your Position]  
[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[CEO/Manager's Name]  
[Health and Fitness Company Name]  
[Address]  
[City, State, Zip Code]

Dear [CEO/Manager's Name],

I am reaching out from [Event Name/Organization] to propose a sponsorship opportunity with [Health and Fitness Company Name]. Our event aligns perfectly with your company's values of promoting health and fitness.

We believe your sponsorship would add great value to the event and resonate well with our participants and spectators.

We look forward to the possibility of collaborating with you.

Sincerely,

[Your Name]

## **Template 11: Sponsorship Request for**

# Prize Contributions

[Your Name]  
[Your Position]  
[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[Business Owner's Name]  
[Business Name]  
[Address]  
[City, State, Zip Code]

Dear [Business Owner's Name],

I am writing to you from [Event Name/Organization] with a special request. We are seeking sponsors to contribute prizes for our upcoming sporting event. Contributions from [Business Name] would be a fantastic addition to our prize pool.

Your participation would be greatly appreciated and would add excitement to our event.

Thank you for considering our request.

Sincerely,

[Your Name]

## Template 12: Request for Financial Sponsorship

[Your Name]  
[Your Position]

[Event Name/Organization]  
[Address]  
[City, State, Zip Code]  
[Email]  
[Phone Number]  
[Date]

[CEO/Manager's Name]  
[Company Name]  
[Corporate Address]  
[City, State, Zip Code]

Dear [CEO/Manager's Name],

On behalf of [Event Name/Organization], I am seeking financial sponsorship from [Company Name] for our upcoming sporting event. Your support would help cover essential costs and ensure the success of the event.

We offer various sponsorship levels, each with its benefits, which I have detailed in the attached document.

We are hopeful for your positive response and support.

Sincerely,

[Your Name]

## **Creating an Effective Sponsorship Request Letter**

- Tailor each letter to the potential sponsor, highlighting mutual benefits.
- Be clear about the sponsorship levels and the associated benefits.
- Emphasize the community impact and value of the event.

## **Essential Elements to Include**

1. Details about the event and its significance to the community.
2. Specific sponsorship needs and how the funds/equipment will be used.
3. Clear call to action and instructions on how to proceed with sponsorship.

## **Finalizing Your Sponsorship Letter**

- Proofread for clarity and correctness.
- Ensure that the letter reflects a tone of professionalism and gratitude.
- Include contact information for follow-up and any additional inquiries.

## **Avoiding Common Pitfalls**

1. Avoid being too vague about the needs and benefits of the sponsorship.
2. Do not use a one-size-fits-all approach; customize each letter.
3. Refrain from making unrealistic promises about the outcomes of the event.