



I see a lot of the same mistakes made when sponsorship seekers write request letters to sponsors. This infographic will help you with a structure and process that will guide your sponsorship efforts.

• THE SPONSORSHIP LETTER TEMPLATE •

The goal of the letter is to get the attention of your prospect and to get them to take your call or agree to a meeting.

How do you get their attention? Like this!



INTRODUCE YOURSELF Briefly describe who you are and a

sentence or two about your organization. Less is more! **TELL THEM WHY YOU**

GOT IN TOUCH Tell them why you got in touch with them! The key word being "them." Why

did you choose their company and why did you choose them in particular? Show them that you've done your homework. TELL THEM ABOUT

YOUR AUDIENCE Do you have your prospect's target

customer? Here is where you prove it. Describe who your audience is, why they are involved with your organisation, the types of purchases they plan to make and data related specifically to your prospect. **TELL THEM ABOUT YOUR**



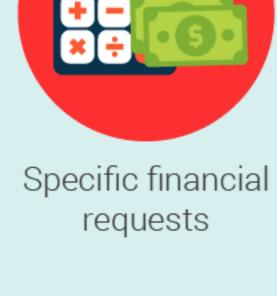
date and time or tell them that you plan to stop by their office on a certain date to learn more about their goals and how you can help them achieve their goals.



ACTIVATION OPPORTUNITIES Give them three examples of activation

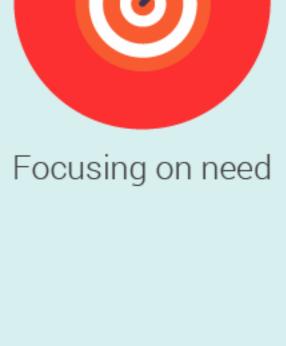
ideas that your sponsors and your audience love. Be specific and be clear about the way you work with sponsors and how sponsors can add value to your audience who is also their target customer.

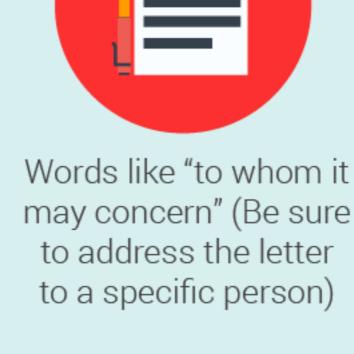
• WHAT NOT TO INCLUDE •













FOLLOW UP TIME!

Stay focused on the core goal of the sponsorship letter: to present your

opportunity in a respectful way and ask for a meeting.

If you sent your letter to a cold prospect then get



ready to follow up. A lot.

The thank you letter that you send your



your sponsors and then report on how well you delivered those assets. Make sure to thank your sponsors within one week of the end of your event or campaign (or quarterly if you have a

sponsors is actually called a fulfillment

report. Outline all of the things you promised

yearlong relationship with your sponsors).

Meet the Author



hris Baylis, is the President and CEO of The Sponsorship Collective and a self-confessed sponsorship geek. After several years as a sponsor (that's right, the one investing the money!) Chris decided to cross over to the sponsorship sales side where he has personally closed tens of millions of dollars in sponsorship deals. Chris has been on the front lines of multi-million dollar sponsorship agreements and has built and coached teams to do the same. Chris launched The Sponsorship Collective with one goal in mind: To build best-in-class sponsorship programs for his clients. An accomplished speaker, international consultant and head coach inside The Sponsorship Academy, Chris has helped his clients raise millions in sponsorship dollars.

