



# How to Write a SPONSORSHIP LETTER

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!



## • WHAT NOT TO INCLUDE •



Specific financial requests



Leaflets, pamphlets, samples or proposals



Pictures of your stakeholders or program users



Focusing on need



Words like "to whom it may concern" (Be sure to address the letter to a specific person)



Assumptions about their target audience or key demographic

Stay focused on the core goal of the sponsorship letter: to present your opportunity in a respectful way and ask for a meeting.

## • FOLLOW UP TIME! •



If you sent your letter to a cold prospect then get ready to follow up. A lot.

## • THE SPONSORSHIP THANK YOU LETTER •



The thank you letter that you send your sponsors is actually called a fulfillment report. Outline all of the things you promised 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 yearlong relationship with your sponsors).

## Meet the Author



Chris 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.