FREE TEMPLATE

Corporate Sponsorship Request Letter Template (Free PDF)

A fill-in sponsorship request letter with a sponsorship levels table, a fictional example and a check to run before you send it to a business.

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> A sponsorship request asks a business to support an event or program and sets out the recognition it will receive in return. If the company has its own sponsorship form, request portal or guidelines, use those first. Use this structure when it does not.

How this differs from a letter of inquiry

A letter of inquiry asks a foundation to consider a grant. A sponsorship request proposes an exchange with a business. Keep the two apart.

Question	Letter of inquiry to a foundation	Sponsorship request to a business
What you are asking for	A grant toward a project	Support in return for recognition
What the reader looks for	Fit with the funder's stated priorities	Fit with the company's community, customers and staff
What you offer	Results and a report	Named recognition benefits, plus results
Who often decides	Program staff and a board	Marketing, community relations or a local manager
Follow-up	Full proposal if invited	A short agreement and delivery of the benefits

These are general tendencies. Each company and foundation sets its own process.

Before you write

Company name:

Contact name and role:

Why this company (location, customers, staff involvement, past giving):

What the company's website says about sponsorship or community giving:

How requests must be submitted, and any deadline:

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Event or program to be sponsored, with date:

The letter, paragraph by paragraph

1. Opening

Who you are, what you are inviting the company to sponsor, and the level or amount.

Opening:

2. The event or program

What it is, when and where it happens, who it serves and what it achieves.

Event or program:

3. Who the sponsor will reach

Who attends or sees the program, described with numbers you can support. Do not estimate reach you cannot show.

Audience:

4. The connection to this company

One or two specific reasons this fits the company: its location, its staff, its customers or its stated community goals.

Connection:

5. What the sponsor receives

Name the level and list the benefits. Promise only what you can deliver.

Benefits:

6. Closing

The decision date, how to confirm, and who to contact.

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Closing:

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Sponsorship levels

Fill in the levels you will offer. Three or four are enough. Leave out any benefit you are not sure you can deliver.

Level name	Amount	Number available	Recognition benefits

In-kind sponsorship we would welcome (goods, services, space, volunteers):

Date sponsors must confirm by to be included in printed materials:

A note on tax: how a sponsorship payment and the benefits given in return are treated can differ from a donation. This template does not give tax advice. Ask your accountant how your sponsorship benefits are treated before you describe a payment as tax-deductible or issue an acknowledgment.

Example

This example is fictional. Every name and figure is invented to show the level of detail.

Dear Ms. Example,

Example Riverside Food Pantry invites Example Hardware Company to be the Presenting Sponsor of our Community Harvest Dinner on October 10, at the $5,000 level.

The dinner is our one fundraising event of the year. Last year 180 neighbors attended, and the evening paid for six weeks of fresh produce for the 300 households we serve.

Your store is four blocks from the pantry, and several of your employees already volunteer with us on Saturday mornings. We would like our guests and volunteers to know about that connection.

As Presenting Sponsor, Example Hardware Company would receive: its name and logo on the invitation, the event program and the event web page; a thank-you from the stage; one table of eight; and a mention in our newsletter to 1,200 subscribers.

We are confirming sponsors by August 15 so that names can be printed. I will call your office next week, and you can reach me at the number below.

Sincerely, Sam Example, Executive Director, Example Riverside Food Pantry

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Before you send it

- [ ] It is addressed to a named person in the right role
- [ ] We followed the company's own request process, if it has one
- [ ] The level and amount are stated in the first paragraph
- [ ] Every audience number is one we can show
- [ ] Every benefit listed is one we can deliver, and someone owns delivering it
- [ ] The connection paragraph is specific to this company
- [ ] The confirmation date and contact are clear
- [ ] Our accountant has confirmed how to describe and acknowledge the payment
- [ ] We have a plan to thank the sponsor and report back after the event

> **Want help with this?** The Complete Grant Architect is a free 16-week grant writing course, and you can hire a grant writer for your next proposal. Both are at subthesis.com.

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