SAMPLE SPONSOR SOLICITATION LETTER

Date

Name
Organization
Address
City, State, Zip

Code Dear Name:

Please accept this letter as an introduction to <YOUR ORGANIZATION'S NAME> and <YOUR EVENT'S NAME>, for which we request your sponsorship.

<THIS PARAGRAPH SHOULD INCLUDE A BRIEF DESCRIPTION OF YOUR ORGANIZATION'S MISSION STATEMENT, AND HOW SUPPORTING THE GOLF EVENT WILL IMPACT YOUR CAUSE> **EXAMPLE:** "The Detroit Institute for Children is the oldest organization providing comprehensive medical care and therapy for disabled children in Detroit. In fact, over 1,600 physically and neurologically disabled children come to The DIC an astounding 21,439 times each year. This is the care and treatment that they can't find anywhere else and no child, regardless of ability to pay, is turned away."

<YOUR EVENT'S NAME> is a great opportunity for your company to support a worthy cause and at the same time receive valuable exposure. As a participating sponsor, you will receive:

Sponsor Benefits:
   <SPONSORSHIP NAME>
   - o   Reference in all promotional materials
   - o   Opportunity to include branded item in player gift bags
   - o   Two (2) premium hole sponsorships
   - o   Sponsor recognition plaque
   - o   Reserved table seating
   - o   Extended right to retain sponsorship on a 1-year continuum

Enclosed please find details of the sponsorship and participation opportunities for the <TOURNAMENT NAME>, which will be held at <GOLF COURSE NAME> on <DATE OF EVENT>. We have also included a brief synopsis about <ORGANIZATION'S NAME> and the work we do. Your involvement will make this year's event a special and successful celebration.

We appreciate your consideration and look forward to hearing from you soon. Please mail your commitment form back promptly or register online at www.golfdigestplanner.com/<Tournament Name>. We have asked <TOURNAMENT DIRECTORS NAME>, our Tournament Director, to contact you within the next few weeks. Should you have any questions, feel free to call <HIM/HER> at <PHONE NUMBER>.

Sincerely,

<CHAIRMAN'S SIGNATURE>
<CHAIRMAN'S NAME.

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