

Sample Business Letter for Sponsorship Request

[Your NGO Letterhead or Logo]

[Date]

[Recipient's Name]

[Recipient's Title]

[Company/Organization Name]

[Address Line 1]

[Address Line 2]

Dear [Recipient's Name],

I hope this message finds you well. My name is [Your Name], and I am [Your Position] at [NGO Name], an organization dedicated to [briefly state the NGO's mission and primary activities]. I am writing to formally invite [Company/Organization Name] to partner with us as a valued sponsor for our upcoming fundraising event, [Event Name], which will be held on [Event Date] at [Event Venue].

The primary goal of this fundraiser is to [briefly describe the event purpose and what the funds will support, e.g., expand educational programs, provide healthcare, etc.], directly impacting [describe target community or cause]. Last year, with the generous support of companies like yours, we were able to [share a brief success or impact story].

We are seeking sponsorship support in the form of [specify types, e.g., financial contributions, in-kind donations, or specific resources/services]. As a sponsor, [Company/Organization Name] will receive the following benefits:

- Recognition in all event promotional materials, including posters, banners, and press releases
- Logo placement on our website and social media channels
- Verbal acknowledgment during the event
- Complimentary event passes for your representatives
- [Any other sponsor benefits you wish to include]

We would be honored to discuss this opportunity further and tailor a sponsorship package that aligns with your company's goals. Together, we can make a meaningful difference in the lives of those we serve.

Please find attached our sponsorship proposal for your review. If you have any questions or would like more information, feel free to contact me directly at [Your Phone Number] or [Your Email Address].

Thank you in advance for considering our request and for your continued support in building a better community.

Sincerely,

[Your Name]

[Your Position]

[NGO Name]

[Contact Information]