

Email Template to Potential Sponsors

When getting ready to solicit sponsors for your event or campaign, use these email templates to reach out to local or national organizations that have supported your organization in the past, or you want to support you now. Send out to as many as possible for the highest response rate.

Dear [CONTACT OF POTENTIAL SPONSOR],

[ORGANIZATION NAME] is planning its event, [EVENT NAME] on [DATE, TIME, LOCATION] This event will feature (ie, a delicious dinner, silent auction items, 50/50 and live musical entertainment.)

We invite you to be a part of this exciting event! By becoming a sponsor or offering a silent auction item you will be helping [EVENT INITIATIVE] All proceeds from the evening will support [ORGANIZATION NAME] in its mission to [MISSION, OR GOAL OF EVENT]

[PHOTO OF PAST EVENT OR WHAT YOUR ORGANIZATION SUPPORTS]

[PARAGRAPH OF WHAT YOUR GOAL IS FOR THE EVENT AND/OR SHORT DESCRIPTION OF YOUR ORGANIZATION]

EXAMPLE BELOW:

Every year almost 1,000 animals find their way into our shelter's doors. The wintertime brought BCHS with many dogs and cats that were abused or neglected. They all have their stories and their own personalities but all deserving of the same thing...a second chance.

[ADD IN YOUR SPONSORSHIP LEVELS]

EXAMPLE BELOW

Sponsorship levels: (Check One)

Platinum: \$1,000 _____

Gold \$500 _____

Silver \$250 _____

Other \$ _____

[EXPLAIN HOW SPONSORS WILL BE PROMOTED FOR EVENT - ON THE DAY OF, ON RADIO, EMAIL BLASTS, ETC]

All sponsors will be promoted on [EVENT LINK, via ads in local newspapers, press releases, radio play and on materials at the event AND/OR WILL RECEIVE A FREE TABLE AT EVENT.]

Any monetary donation may also be made for the event and for the homeless animals that need your help. [ADD IN EVENT LINK]

If you have a silent auction item you would like to donate, please list here, along with the dollar value: _____

We thank you so much for your support!

Sincerely,

[DIRECTOR OR BOARD MEMBER NAME AND CONTACT INFO]