



Sample Sponsorship Proposal

Date

Contact
Title
Company
Address
City, State, Zip

Dear Sponsor Contact:

I am contacting you at the suggestion of (Contact Name) regarding a unique sponsorship opportunity for (Company).

Opportunity

On August 25, 2008, Soroptimist International of Anytown will host a cocktail party and drawing featuring high-end designer purses from around the world. This event, titled *Purses for a Purpose*, will attract over 250 business and professional women from the Anytown community.

Audience Information

Last year, *Purses for a Purpose* drew 225 attendees and the participation of 15 well-known commercial accessory designers. It was cosponsored by the Anytown Chamber of Commerce and marketed as a networking event for business and professional women in the downtown area. The event drew an affluent audience – average household income was \$130,000. Some 30 percent of the attendees purchased products from the event and an additional 10 percent joined Soroptimist International of Anytown as members based on their experience.

Benefits

We invite (Company) to be the exclusive accessories boutique represented at *Purses for a Purpose* for 2007. In addition to being listed on all advertising and press as a sponsor of the event, (Company) will have the opportunity to host a booth at the event to display products.

Creative Implementation

Sponsorship benefits such as promotional coupons in all purses included the raffle may be used to drive traffic to (Company) after the event.

We hope to have the opportunity to share our full presentation of sponsorship benefits with you in the near future.

Call for Action

I will contact you on (date, time) to determine if a meeting is warranted. In the meantime, please do not hesitate to contact me at (phone number/email) with any questions.

Sincerely,

Name
Event Coordinator

Enclosure