Sample Letter for Seeking Sponsorship

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A sponsor is someone who helps with project expenses and gives the school greater visibility in the community.

It is possible to recognize and thank sponsors for their contribution by adding their company's name to the inspection/ registration ticket. If the sponsor has a truck or car with company advertising on it, this vehicle can be used as a marker for a particular station. If the sponsor has a banner, hanging it at the event can make your community aware of their contributions.

Sponsorship contributions are not restricted to financial donations: they can take the form of perishable and non-perishable goods, of services or even of work performed.

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* Use the school's stationary with the Letterhead

....

[DATE]

[ORGANIZATION]
[ADDRESS]

Dear Sir or Madam,

[NAME OF SCHOOL] is organizing a Bike Rodeo, during the week of [GIVE SPECIFIC DATE], for the purpose of building youth awareness on safe cycling practices.

Statistics reveal that many young people are involved in bicycle-related crashes. We need to find ways to ensure that our youth are better informed about road safety. We hope to be able to successfully convey this type of message to young people during this Bike Rodeo, and teach kids the skills they need to be safe cyclists.

As a result, our school is planning this community-wide event with the support of [INSERT NUMBER] volunteers, dedicated to the safety of our community's children and youth. We have also invited [INSERT NAMES OF COMMUNITY PARTNERS – SUCH AS LOCAL POLICE SERVICES, PUBLIC HEALTH, COMMUNITY CENTRE, ETC], to join our school for this important event.

There are numerous expenses associated with running this Bike Rodeo and we rely solely on our own fundraising efforts and the support of local businesses, like yours, to make this event come together.

If it were possible we would very much welcome the opportunity to speak to you about a possible sponsorship or contribution to this event.

For more details, please do not hesitate to contact me. Thank you for giving this your consideration.

Kind regards,

[NAME / TITLE]
[CONTACT INFORMATION]