**Sponsorship Proposal Letter**

Write a letter to a potential sponsor asking them to sponsor your event. This letter should outline the transfers that happen on the event triangle between the Event and the Sponsor.

Explain the following in the letter.

What the event will provide to the Sponsor:

* The number of exposures the sponsor will get during your event. How? (signs, PA announcements, flyers, etc)
* Marketing Opportunities given to the sponsor before, during and after the event
* Sales and Merchandizing opportunities during the event (throw out shirts, booth, etc)
* Explain the benefit to the sponsor

What the sponsor will provide to the Event:

* What will the sponsor provide to the event? Products? Money? Etc.
* Explain the Match up Hypothesis, and why this potential sponsor is a good fit for your event
* Explain how the sponsor will get a good Return on Investment