

# *Sample Letter Requesting Sponsorship*

## **Letterhead**

Date

Name

Address

Dear \_\_\_\_\_:

I am writing to see if you and (name of company) would be interested in sponsoring a presentation for the members of the (name of organization). We would like to invite Regina Clark, an expert on Developing Process Excellence Leaders to present a program on \_\_\_\_\_.

The objectives for the program are

\_\_\_\_\_.

The program would be held on (date) at \_\_\_\_\_. Your generous sponsorship would be highlighted in announcements to our members, during the introduction at the event itself, and in an article about the workshop to be published in our newsletter afterwards. You and any other representatives of (name of company) would be most welcome to attend so that we could thank you personally for your support.

The estimated audience of \_\_\_\_\_ would benefit tremendously from your generosity. The cost to sponsor the educational program would be \$\_\_\_\_\_. I would be most appreciative of a telephone call to let me know of your interest.

My telephone number is \_\_\_\_ - \_\_\_\_ - \_\_\_\_\_. I look forward to hearing from you. Thank you for considering this request.

Sincerely yours,

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*Left Brain Leverage*

P.O. Box 383, Goshen, New York 10924 • 845-294-7089 • [www.reginaclark.com](http://www.reginaclark.com)

# *How to Find Sponsorship for Your Educational Event*

1. Think creatively about whom else could benefit from hearing your speaker. A vendor or supplier might have interested employees. Also, educators or association member.
2. Who could benefit from sponsoring your event? Many large corporations have funds designated for client relations and welcome the opportunity to strengthen their relationship with you.
3. Develop a list of sponsor benefits. Some of the benefits might include:
  - Company name printed on program announcements.
  - Describe how the program will be promoted – your newsletter, in a brochure that will be regionally or nationally advertised, the size of the mailing list, etc.
  - Opportunity to introduce the program and the speaker.
  - Free booth space or table to showcase products or services.
  - Acknowledgement of sponsorship at meeting.
  - Signage recognizing contribution at event.
  - Acknowledgement on program learning materials.
  - Publication of an article or ad in your newsletter.
  - Attendance at the program for a specific number of sponsor representatives and/or guests.
4. If you don't feel comfortable approaching an individual directly to ask for sponsorship, create a "Call for Sponsorship" flyer and send it to potential sponsors. The flyer should describe:
  - The name of your event.
  - Outline of your event objectives
  - When and where it will be held.
  - Name and credentials of your speaker.
  - Description of the program.
  - Who will attend or is expected to attend. And who attended prior events, if that information is available.
  - The benefits of sponsorship – see #3 above.
  - Cost for sponsorship.
  - Your name and telephone number to sign up!
5. Consider breaking out sponsorship opportunities. One company might be interested in sponsoring the educational program, while another prefers to host a meal or refreshment break.
6. Be sure to send a letter of thanks after the event, and offer your sponsor the right of first refusal for sponsorship of your next event.

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