(DATE + YEAR)

(NAME + TITLE)

(ADDRESS)

Dear (NAME),

Recently, I contacted you to discuss a potential sponsorship from your company. Enclosed, please find one of our promotional brochures and a description of the support we are seeking.

(NAME OF ORGANIZTION) is an artist-run centre that (BRIEF DESCRIPTION OF MAIN ACTIVITIES)

At a time when our expenses are surpassing what our funding resources can cover, we must find innovative ways to reduce our operating costs. One of those ways is by asking businesses to provide in-kind goods and services to help us realize our activities and events. Because of the quality of your products and the importance of your business to our local community, we’ve identified you as a desirable sponsor for our event.

This year, we are planning (IDENTIFY UPCOMING EVENT. SPECIFY THE TYPE OF GOODS or SUPPORT YOU REQUIRE, AND HOW THIS WILL HELP YOU ACHIEVE YOUR GOALS. PROVIDE HIGHLIGHTS OF YOUR PAST SUCCESS).

In exchange for your generous contribution, your business will receive increased visibility through logo placement on all of our printed promotional materials, on-site at our event, and through our social media networks.

If you have any questions, we would be happy to discuss things further with you. Please feel free to contact me via phone or email at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Thank you in advance for your consideration. We would be thrilled to count you among our valued sponsors!

Sincerely,

(NAME)

(TITLE)

(SIGNATURE)