**Instructions:**

**Use this template to write your own sponsorship letter.**

1. **Replace the address, contact info, and club name with your club’s information.**
2. **Replace any text prompts in [brackets] with your own words.**
3. **Remove the TeamGenius logo and add your club’s logo or insignia.**
   1. Drag and drop the logo from your desktop into the document

OR

* 1. Copy and paste the logo into the document then click “Wrap Text” and move the logo into place

1. **Update fonts and font colors to match your club’s branding.**



**Your Club Name**

123 Your Street

Your City, ST 12345

(123) 456-7890

no\_reply@example.com

1st January 20XX

**Your Name**

Title, Your Club Name

Dear Prospective Sponsor,

Thank you for taking the time to consider sponsoring the [CLUB OR TEAM NAME]. We are a youth [SPORT] organization with athletes ages [#- #]. Our athletes come from [GEOGRAPHIC REGION], and [TELL them one other thing that’s great about your athletes].

At this time, we are formally seeking sponsors. The contributions from our sponsors will go towards… [TAKE the next paragraph to tell your sponsor what their money will go toward. A one-time purchase of equipment? A sponsorship for the whole season offsetting program costs?].

By sponsoring the [CLUB NAME], you’ll have the opportunity to reach a large, engaged audience. [TAKE this paragraph to tell your prospect what’s in it for them. Discuss how many people attend games, your social media followers, website views, etc. What would you say if you were speaking to this potential sponsor in person? Sell the prospective sponsor on your club.]

We greatly appreciate your generosity. Any contribution you’re able to make is tax deductible and sincerely appreciated by the entire club, especially our young athletes.

I look forward to speaking with you about putting your sponsorship into action.

Sincerely,

**Your Name**