Date

Contact

Title

Company

Address

City, State, Zip

Dear Sponsor Contact:

I am contacting you at the suggestion of (Contact Name) regarding a unique sponsorship opportunity for

(Company). On August 25, 2008, Soroptimist International of Anytown will host a cocktail party and drawing featuring high-end designer purses from around the world. This event, titled Purses for a Purpose, will attract over 250 business and professional women from the Anytown community.

Last year, Purses for a Purpose drew 225 attendees and the participation of 15 well-known commercial

accessory designers. It was cosponsored by the Anytown Chamber of Commerce and marketed as a

networking event for business and professional women in the downtown area. The event drew an

affluent audience – average household income was $130,000. Some 30 percent of the attendees

purchased products from the event and an additional 10 percent joined Soroptimist International of

Anytown as members based on their experience.

We invite (Company) to be the exclusive accessories boutique represented at Purses for a Purpose for

2007. In addition to being listed on all advertising and press as a sponsor of the event, (Company) will

have the opportunity to host a booth at the event to display products.

Sponsorship benefits such as promotional coupons in all purses included the raffle may be used to drive

traffic to (Company) after the event.

We hope to have the opportunity to share our full presentation of sponsorship benefits with you in the

near future.

I will contact you on (date, time) to determine if a meeting is warranted. In the meantime, please do not

hesitate to contact me at (phone number/email) with any questions.

Sincerely,

Name

Event Coordinator

Enclosure