Insert Date

Joe Bloggs Esq

Marketing Director

Widgets International Ltd

Works Way

NEWTOWN

Dear Mr Bloggs

Re: Sponsorship of www.ponyclub.org

As the sponsorship coordinator of www.ponyclub.org I wondered if your company would be interested in financially helping some of our riders compete in the USPC National Championships. As one of the leading clubs in the region we have a long track record of excellence both in competition and the administration of our sport. The team has only recently been formed but has already made a significant impact on the national stage. We anticipate the team will be

I am writing to you because Widgets International Ltd's products would appeal to many, if not all of our players and spectators. Sponsorship of our riding team would raise the profile of Widgets International amongst over x potential customers. In return for your investment in the team Widgets International would receive the following benefits:

Thank you for taking the time to read this letter. If I may, I will phone your office in the next few days to arrange a convenient time to discuss the details of this proposed partnership.

Yours sincerely,

Anne Other

Sponsorship Co-ordinator