**[Date]**

 **[Name]**
**[Address]**

Dear **[Name],**

**[Potential sponsor]** has demonstrated a strong commitment to helping working families and to the positive development of**[Town/City/State]**’s youth. Given your corporate leadership, I would like to invite **[Potential sponsor]** to partner with **[Your program]** as a sponsor of Lights On Afterschool, a community event that will take place on **[date]**. This event celebrates the important role that afterschool programs play in keeping**[Town/City/State]**’s youth safe, engaged and prepared to be successful adults. Lights On Afterschool is a wonderful opportunity for **[Potential sponsor]** to gain valuable exposure within the community while supporting a worthy cause.

Now more than ever, most American families need some kind of afterschool care. For many parents, these afterschool hours are fraught with worry and risk. It is during these hours that youth are most likely to be victims or perpetrators of crime. Afterschool programs keep kids safe, inspire learning and help working families. As a valued afterschool program provider serving more than**[#]** children, **[Your program]**provides a safe, fun and enriching haven where youth can **[describe activities; ex: get help with homework, participate in sports, arts and other engaging activities]** under the supervision of caring adults. We empower our youth to recognize their potential and to realize their dreams.

Celebrated by more than 7,500 communities and one million Americans nationwide, Lights On Afterschool is an important opportunity to recognize all that afterschool programs do for children, families and communities. **[Your program]** is proud to bring Lights On Afterschool to the**[Town/City/State]**community. We hope that**[Potential sponsor]** will join us in this important celebration by becoming a Presenting Sponsor to the **[Your program]**'s Lights On Afterschool event with a donation of**[insert dollar amount or specify type of in-kind donation]**. Consisting of **[event activity; ex: a community fair and parade]**, our event will draw **[#]** participants including **[who will attend; ex: parents, community groups, businesses, teachers and other members of the community]**. **[Name of host and any identifying information; ex: Bob Smith, famed radio personality of WXTR,]** will serve as the master of ceremonies for the event and we anticipate local coverage from**[confirmed media outlets who will cover event]** as well as other local media. As a Presenting Sponsor of the **[Your program]** Lights on Afterschool event,**[Potential sponsor]** will have a unique opportunity to generate goodwill with the community and to make positive impressions with potential customers and local media.

In return for the donation, **[Potential sponsor]** will receive the following sponsorship benefits and marketing opportunities: **[update sponsorship benefits to reflect what is feasible and appropriate for your event]**

* **[Potential sponsor]**'s name and logo on all promotional materials, including **[#]** save-the-date cards, invitations, entry and registration forms, and tickets.
* **[Potential sponsor]**'s name and logo on **[#]** 5X7' banners and 1 podium sign.
* **[Potential sponsor]**'s name and logo on **[#]** T-shirts to be worn by participating youth and staff.
* **[Potential sponsor]** will have the opportunity to include product samples and promotional materials in **[#]**gift bags.
* **[Potential sponsor]** will be provided with the opportunity for a company representative to speak at the event.
* **[Potential sponsor]** will be acknowledged as a sponsor in all media materials about the Lights On Afterschool event including media advisories and press releases.

I hope that you will consider partnering with **[Your program]** for this wonderful event in support of**[Town/City/State]**’s youth and families. I look forward to speaking with you to discuss our proposal and will contact you in the upcoming week to see if we can further explore partnership opportunities. I can be reached at: **[phone]**or by email at**[email].**

Sincerely,

**[Your name]**
**[Title], [Your program]**