**Sample Vendor Sponsorship Letter**

*Your solicitation to vendors should be personal, from a company representative to a vendor representative. It may be made in person or through a letter-writing campaign to all vendors. The key is having the right person make the request!*

## 

Date

Contact Name

Contact Address

Dear <insert Contact Name>:

<Insert your company name>is participating in the American Heart Association’s Heart Walk, and we need your support!

On <Insert date your local Heart Walk>, the American Heart Association will hold its annual Heart Walk for the <insert city name> area. The Walk is a healthy, fun, family event. It promotes exercise as part of a heart-healthy lifestyle and raises funds for research and programs to fight cardiovascular diseases. These diseases are our nation’s No. 1 killer, claiming nearly a million American lives a year — more than the next three leading causes of death combined.

You probably know someone suffering from heart disease, stroke or other cardiovascular disease. Most of us do. To help these people — and to help protect our loved ones — we all need to get involved.

This is a very worthy cause, and <insert your company name>has made a commitment to raise <insert company dollar goal> towards the Heart Walk goal of <insert local Heart Walk Goal>. I am counting on your support to help us reach this goal.

<Insert contact name>, I am asking you to contribute <insert dollar amount> to the <insert your company name>Heart Walk Team. We are counting on each company we work with to help us reach our goal. Your contribution is very much appreciated.

I will call you next week to discuss this request unless I hear from you first. I hope you will strongly consider supporting our team. Cardiovascular diseases and stroke threaten all Americans, but we can help our families, friends, neighbors and others in our community by giving generously to reduce disability and save lives.

Thank you for considering supporting our efforts. We value our partnership with <insert vendor company name here>. If you have any questions or need more information, please contact me at <insert contact information here>. I look forward to visiting with you.

Sincerely,