**<Club Letterhead>**

**<Name>**

**<Title>**

**<Organisation>**

**<Address>**

**<Date>**

Dear Mr **<Surname>**

I would like to take this opportunity to introduce myself and the **<Football Club>** Football Club.

We are a local AFL Club with **<No of Members>** members and **<No of teams>** teams, based at **<Club Address>**. We have been operating as a club for <No of years> years, and we have a great local supporter base, including players, parents, coaches, volunteers and administrators.

We would like the opportunity to meet with you, to show you how **<Organisation>** can benefit from an association with the **<Football Club>** Football Club.

We have some great promotional ideas which we hope can:

1. Introduce new customers to **<Organisation>**.
2. Increase loyalty of current customers to **<Organisation>**
3. Increase your sales.
4. Increase brand awareness of **<Organisation>**

I can be contacted anytime on **<Phone Number>**, or alternatively I will call you in the next few days to discuss these opportunities.

I look forward to meeting you and chatting about how we might establish a mutually beneficial working relationship for the future.

Yours truly,

**<Name>**

**<Position>**