

PDF Sports Team Sponsorship Proposal Letter Template

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Your Team
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Name of Team

[Your Name]
[Your Title]
[Team Name]
[Your Contact Information]
[Date]

[Sponsor's Name]
[Their Title]
[Their Company]
[Their Address]

Dear [Sponsor's Name],

Introduction

Introduce yourself and your sports team. Briefly explain the purpose of your outreach—proposing a sponsorship opportunity for the team's upcoming season, tournament, or event. Highlight how the partnership can benefit the sponsor in terms of brand visibility and engagement with the team's loyal fanbase.

Example: "As [Team Manager/Coach] of [Sports Team Name], I'm thrilled to present an opportunity to partner with our team for the [upcoming season/tournament name]. With a strong following of [number] fans and a consistent track record of performance, [Sports Team Name] offers your brand unparalleled exposure to an engaged and growing audience."

About The Team

Provide a compelling overview of your sports team, touching on:

Its history and achievements (e.g., championships won or milestones).
The level of play (e.g., community league, regional tournaments, or professional competition).
The team's mission and community involvement.

Example: "[Sports Team Name] has been a cornerstone of [local area/league] sports since [year]. Known for [specific achievement], our team strives to inspire our community on and off the field. This year, we're participating in [name of league or tournament], which promises to attract [audience demographic details]."

Sponsorship Opportunities

Briefly outline the available sponsorship opportunities, including tiers if applicable. Highlight unique branding opportunities like jersey placement, social media promotions, or event branding.

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