

FTYPE OF FUNDRAISING: EVENT SPONSORSHIP

Email 1: Introduction and Awareness

Subject: Partner with [Charity Name] for a Meaningful Impact

Dear [Prospect's Name],

I hope this message finds you well. I am writing to introduce you to [Charity Name], a non-profit organization committed to ["Why" Statement]. We have been following your company's remarkable contributions to social causes and believe that together, we can achieve something truly impactful.

At [Charity Name], our mission is to [Briefly explain the charity's mission and impact]. Did you know that we [insert impact statement here]? You can find our guide to [insert name of high value content offer here] to support your workforce and the impact our mission has had on them.

We are also planning an exciting event, [Event Name], scheduled for [Event Date]. This event promises to be a great opportunity for [Company Name] to align its brand with our mission while gaining valuable exposure to our network of [describe the audience you'll be targeting]. We are actively seeking corporate sponsors to help make this event a resounding success.

I would love the opportunity to discuss how a partnership with your company could benefit both of our organizations. Please let me know a convenient time for a brief call, or if you prefer email correspondence, I'm happy to provide more information.

Thank you for considering this partnership opportunity. Together, we can create a lasting impact that will be felt in our community for years to come.

Warm regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]

Email 2: Highlighting Benefits

Subject: Unlock Brand Benefits through Purpose

Dear [Prospect's Name],

I hope you're having a wonderful day. I wanted to follow up on my previous email regarding the partnership opportunity between [Company Name] and [Charity Name] for our upcoming event, [Event Name], scheduled for [Event Date].

By aligning with [Charity Name], your company can unlock several benefits:

1. **Brand Visibility:** With our extensive reach and dedicated marketing efforts, your brand will be prominently featured before, during, and after the event, reaching a diverse and engaged audience.
2. **Corporate Social Responsibility (CSR):** Demonstrating your commitment to social causes can enhance your company's reputation and appeal to socially-conscious consumers.
3. **Networking Opportunities:** [Event Name] will bring together influential individuals and organizations, providing valuable networking opportunities for your team.
4. **Tax Deductions:** Your sponsorship can be tax-deductible, offering financial advantages while making a difference in the community.

I am eager to explore how we can tailor this partnership to meet your company's specific goals and objectives like we have for others partners including [insert 3 partner names and link to case study – if available]. Please let me know if you would be available for a brief call or if you'd like more details via email.

Together, we can create a lasting impact and leave a positive legacy. We look forward to the possibility of working closely with your company to make this event a resounding success.

Best regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]

Email 3: Call to Action

Subject: Last Chance: Join Us in Making a Difference!

Dear [Prospect's Name],

I hope this message finds you well. I wanted to reach out one final time regarding the partnership opportunity between [Company Name] and [Charity Name] for our upcoming event, [Event Name], scheduled for [Event Date].

Time is running out, and we believe that a partnership between our organizations can make a substantial impact. Your support will help make a difference for others like [insert link to mission story or video]

Here's how you can take action:

1. **Confirm Your Sponsorship:** Secure your sponsorship package today to ensure your company's visibility and recognition at [Event Name].
2. **Customization:** We're flexible in tailoring the partnership to meet your specific objectives. Let's discuss how we can make this collaboration perfect for your company.
3. **Deadline:** The sponsorship deadline is [Sponsorship Deadline]. Don't miss this opportunity to be a part of something truly special.
4. **Your Impact:** By partnering with us, you'll directly contribute to our mission and help us create a lasting impact in the community. [insert more specifics, if available]

I am available at your convenience to answer any questions, provide additional information, or discuss this partnership further. Please feel free to reach out via email or schedule a call.

Thank you for considering this partnership.

Warm regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]