

SAMPLE SPONSORSHIP LETTER

Your name  
Your address  
Your telephone number

Jim Shanks  
Secretary to the Board  
GefCo PLC  
Mockers House  
PO Box 10  
Bridgemouth  
BR72 5RF

4<sup>th</sup> August 2008

Dear Mr Shanks

My name is Rita Smith. I have enclosed a leaflet giving you a little more information on my background and situation.

I strive for excellence in engineering and am seeking a partnership with GefCo for their similar beliefs. This is an exciting sponsorship opportunity linking the prestige of the Brunel College of Engineers, the next generation of young engineering talent and the most forward-thinking vehicle manufacturer in the U.K.

There are two options for sponsorship that I ask you to consider:

• **Option 1 – GefCo as Major Sponsor**

GefCo agree to partner my training at B.C.E., becoming my official and sole sponsor. The cost is £3,500 per year and the sponsorship will last for two years.

• **Option 2 – GefCo as Donor of Travel Expenses**

GefCo agree to donate £100 to subsidise my travel expenses.

In becoming my official sponsor, GefCo would benefit from full acknowledgement in all B.C.E. publications, including the B.C.E. prospectus, B.C.E. Magazine and programmes for all productions. Their literature is distributed to every engineering professional and company in the UK.

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This option includes a major media announcement to all local press, radio and TV stations and repeat exposure for the duration of the sponsorship. For the two years following my graduation, my curriculum vitae will formally acknowledge GefCo as my sponsor, and will be circulated to all major engineering companies.

Together with this increased profile, representatives from GefCo will be invited to attend all B.C.E. events and open days. GefCo will also receive a specially designed sponsor pack, including a certificate and photographs for your use together with a termly report on my progress.

The second option involves GefCo agreeing to cover my travel expenses. In return for your generous donation you will receive a certificate and report on my progress throughout the coming year.

The benefits to myself are, of course, enormous – I will be able to continue my training and launch into a dynamic career, not only at a national level, but locally. One of my ambitions is to return to Bridgemoth to work with local young people and schools on educational and fun engineering projects, giving this important part of our modern life new relevance within society.

Over the last twelve months I have successfully raised over £27,000 to fund my training at the most prestigious school of its kind. I would like GefCo to share in this achievement, and I hope that together we can play a part in shaping the future of performance in the U.K.

My proposal is that we should meet to discuss the potential for sponsorship. I can be contacted at the address below or during working hours on (01244) 590078.

Thank you for your consideration.

Best wishes

Rita Smith