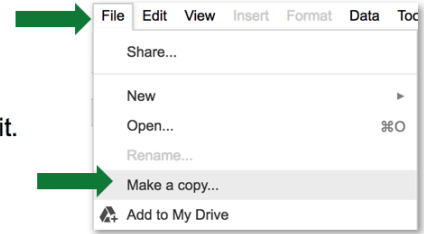


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Google Docs School Sponsorship Proposal Letter Template

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[Your Name]
[Your Title]
[Your School or PTA Organization]
[Your Contact Information]
[Date]

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

Dear [Sponsor's Name],

Introduction

Introduce yourself and your school or organization, explaining the purpose of your outreach - proposing a sponsorship opportunity to support a specific school event or initiative. Highlight the value of partnering with the school and outline what the sponsor can gain from this collaboration.

Example:

"We are organizing the [event/project name], a school initiative that brings together students, families, and the broader community to [event goal, e.g., celebrate achievements, raise awareness, or support an educational cause]. With your sponsorship, we aim to [specific goal, e.g., enhance the event experience, provide resources, or increase outreach] while offering [sponsor's company] valuable opportunities for community engagement and brand visibility."

About the Event/Initiative

Provide a brief but compelling overview of the school event or initiative. Mention key details such as:

- The event date, location, and expected attendance
- The cause or purpose of the event or initiative and its significance to the school community
- Any unique features and highlights that make the event or initiative special

Example:

"The [event/project name] will take place on [date] at [location] and is expected to attract [number] participants, including [demographic, e.g., students, families, and local residents]. This initiative will [objective or theme, e.g., celebrate academic excellence, foster school spirit, or raise funds for new programs], making it a meaningful event for our school and community."

Sponsorship Opportunities

Briefly outline the sponsorship opportunities. If you have multiple tiers or levels (e.g., Gold, Silver, Bronze), mention them here, highlighting each package's offerings.

Example:

"Our sponsorship packages are designed to maximize your brand's visibility and impact. For instance, our Gold Package includes [key benefits like premium logo placement, recognition during event speeches, or a booth at the event], while our Silver and Bronze options provide [benefits like mentions in event materials or digital promotions]."

Sponsorship Benefits

This section should clearly outline the school setting tailored benefits the sponsor will receive, such as:

- Connection to the local community
- Brand alignment with educational and family-oriented initiatives
- Visibility through school and community communications

Example:

"By sponsoring [event/project name], your company will benefit from [exposure to a family-focused audience, recognition as a community leader, and brand association with a trusted local institution], all while contributing to [specific cause, e.g., improved student learning or school enrichment]."

Call to Action

End the letter with a call to action, inviting the potential sponsor to discuss the opportunity further. Offer to send more detailed information and suggest scheduling a meeting or call.

Example:

"We would be delighted to explore how [sponsor's company] can partner with us to make [event/project name] a success. Please feel free to contact me at [phone number] or [email]. I would be happy to share more details and answer any questions you may have."

I appreciate your consideration and look forward to the possibility of collaborating to support our school's event/initiative.

Sincerely,

[Full Name, Title]

[School or PTA Organization]

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