

SAMPLE SPONSORSHIP LETTER

During your fundraising efforts, refer to this sponsorship letter as an example of how to structure your own. Prior to contacting any businesses, please be aware that MSF does not accept funds from businesses with a significant source of income deriving from industries such as arms, tobacco or mineral extraction in countries where MSF works, or pharmaceuticals.

JUNE 3, 2012

Dear Ms. Jane Doe,

I am contacting you to ask for JD Corporation's support of Sunnyville's Community Cook-off, a fundraiser on behalf of Médecins Sans Frontières/Doctors Without Borders (MSF). The event will be held at Sunnyville Community Centre on Thurs., Aug. 15, 2012 and we would like you to be a part of this unique fundraiser.

The community has held this completely volunteer-run event every year for the past five years and each year we choose a charity to benefit from the event. This year, we have chosen to fundraise on behalf of MSF because of their humanitarian work around the world. MSF is an international, independent, medical humanitarian relief organization that provides aid in over 60 countries to people affected by conflict, epidemics, disasters or exclusion from healthcare. In 1999, MSF received the Nobel Peace Prize for their humanitarian work. For more information about MSF, visit www.msf.ca.

The community cook-off will attract a wide variety of people, bringing together approximately 100 guests from the local area who are coming to support our goal of raising \$5,000 for MSF. Proceeds from ticket sales and a silent auction will be donated to MSF. Local media will be present throughout the day, taking photos and interviewing guests. This is a great opportunity for you to promote your brand and services in a fun environment!

Your support in the form of financial or in-kind contributions would be greatly appreciated. As a sponsor, you will receive recognition during the promotion of the event and at the event itself. Please feel free to contact me and we can discuss this further.

Thank you for your time and consideration. We look forward to having JD Corporation join us in making a difference around the world.

Sincerely,

John Smith
Event Organizer
(416) 555-5555
jsmith@domain.ca