## Sample Sponsorship Letter template

This Sample Sponsorship Letter template is suitable for use by non-council Crown land managers (CLMs) and has been created to assist CLMs manage and plan for events held on a Crown reserve. The template is recommended to be used to plan one-off events and can be edited and adapted to suit a range of events held on Crown reserves.

Events and other activities on reserves managed by other parties (e.g user groups or individuals hiring a site at a reserve) require a separate lease or license agreement. Refer to the Leases and licenses section for more information <https://reservemanager.crownland.nsw.gov.au/using-crown-reserves/leases-and-licences2>.

If you noted any risks during your event that are ongoing please record the risks using the Risk Register accessible via the [Reserve Portal](https://portal.crownland.nsw.gov.au/login.aspx?ReturnUrl=%2f).

Further information is available on the Crownland Reserve Manager website <https://reservemanager.crownland.nsw.gov.au/>

# Sample Sponsorship Letter template

**NAME OF RESERVE CLM CONTACT**

**NAME OF EVENT EVENT CONTACT**

**DATE EMERGENCY CONTACT**

[Organisation letterhead; date]

Dear \_\_\_\_\_

I’m writing to invite you to sponsor \_\_\_\_\_, to be held on \_\_\_\_\_. This event is one of our major fundraisers for the year.

We are very excited about this event, which promises to be an evening of wonderful entertainment featuring [list major event features] and food stalls.

Sponsorship is a terrific way for you to gain visibility and generate goodwill and customers for your business.

Full sponsorship (including naming rights) or a contribution towards the hire of these items would be greatly appreciated:

* Inflatable screen $\_\_\_\_\_\_\_\_\_
* Movie hire $\_\_\_\_\_\_\_\_\_
* Sound system $\_\_\_\_\_\_\_\_\_

Should you generously agree to fully fund one element of our event, you will receive:

* Advertising of your sponsorship in our newsletter (distributed to more than \_\_\_\_\_ people)
* Your logo and advertisement included in our ‘Sponsors’ presentation screened before, during and after the movie (\_\_\_\_\_visitors expected)
* The opportunity to distribute advertising and promotional material (e.g. balloons, stickers, pamphlets, vouchers) at the event.

In addition, for sponsorship in excess of $\_\_\_\_\_, we will give you naming rights to the event and include your company name, logo and contact details on the screen throughout the evening.

This partnership proposal offers you the chance to create business opportunities while investing in the future of your community by supporting [insert cause]. Any profits generated from the event will be used for \_\_\_\_\_.

We understand that not all businesses will be able to take up the opportunity to fully sponsor our fete. Any pro bono support or donation you can provide will be gratefully accepted – see the attached document for ideas.

Should you have any queries, please contact me on \_\_\_\_\_. In any case, I’ll call on you soon to follow up this letter.

Thank you for your ongoing support of \_\_\_\_\_.

Yours sincerely,

[Signature]

[Name], Fundraising Coordinator

[Organisation]