**School Name**

**Street Address**

**City, State Zip Code**

**Date**

**Attn: First & Last Name of Primary Contact**

**Title of Primary Contact**

**Address of Business**

Dear **[Mr./Mrs. Insert Name]**

Please allow me to introduce myself formally, my name is **[insert name],** and I am the head basketball coach at **[insert school name].** Today I am contacting you on behalf of our athletic department to ask for your consideration in sponsoring our summer basketball camp for youth ages **[insert age range]**. Over these last several years, we have noticeably seen the impacts of athletic participation on academic achievement. Athletics is about more than winning a game. It teaches discipline, perseverance, and commitment. Our students know how to overcome challenges, and they experience the cause and effect of hard work and dedication. At **[school name],** we recognize the importance of these skills, and we witness their impact as our students walk across the stage each and every year at graduation.

This year, we are asking sponsors if they would be willing to contribute **[insert dollar amount]**. Your contribution will go towards **[insert specific request]** and will serve the youth of **[insert city name]** by providing them with the opportunity to **[insert effect]**. We realize this ask is never easy on our sponsors, so in response to your generosity, we would like to offer the following:

**[Insert Advertising Opportunities]**

We greatly appreciate your consideration and support. Please feel free to contact me at **[insert phone number]** if you have any questions. I look forward to hearing from you soon.

Kind Regards,

**[Insert Signature]**

**First & Last Name**

**Title**

**Phone Number**

**Email**