



[DATE]

Dear business owner / Mr/Ms [name],

I hope this letter finds you well.

As you will be aware, our school is at the forefront of experiences and opportunities for young people and their families in the local area. Since I started working as Head of Physical Education at the school, I have been determined to provide the highest quality and most sustainable models of extracurricular activities, clubs and sports teams. For this reason, I wish to invite you to consider sponsoring our extracurricular activities, clubs and teams. By doing so, you will be associating your business with positive, important and highly visible experiences for local people.

Unlike many local sport sponsorship approaches, this one differs because it is for **all** young people. Our extracurricular provision is available to every child at our school regardless of gender, status or previous sporting experiences. Furthermore, we are offering a model of sponsorship that has both a physical and virtual footprint:

#### Benefits to your business

- Physical representation of your business on our sporting kits
- Virtual representation of your business in all of our social media posts relating to your support of our work

As you would expect, our clubs, teams and sports are well followed by parents and guardians of our school community and your support of our work will give you excellent business exposure to these groups, increasing awareness of your work and associating with community-based projects and high-quality provision.

Sponsorship of our provision is available on different scales. Some businesses may wish to test the waters with a low commitment deal whilst others will wish to secure a relationship longer term. In either case, I would be keen to engage with you and to discuss how this could move us forward together. I would also like to mention that sponsoring is a tax efficient action for businesses in most cases.

I would be grateful if you would contact me via [email address], at which point we can arrange to speak at an appropriate time.

Thank you in advance for your consideration of this approach and have a wonderful day.

[Signature] [Name, surname, job title]