**LETTER HEAD**

**EXAMPLE LETTER (EDIT THIS FOR YOUR ORGANISATION)**

Dear XXX,

**RE: Sponsorship Opportunity: Advertising to Local Families**

We are excited to announce that our organisation is holding an outdoor movie night as a way to generate much needed funds and raise awareness of what we offer the local community.

**To make this event happen, we need some sponsorship so that we have covered our upfront out of pocket expenses.**

A movie night offers a unique way to engage with your audience and our school community.  We combine extensive online and local area marketing with highly engaging event marketing options to connect you with the audience.  We are committed to giving you an unprecedented return on your marketing investment.

A typical movie night is attended by between 100 and 500 or more people, is shared across social media hundreds of times and builds a significant social media impact.

Where else can you get major social media impact before, during and after the event and meet local families face to face with your brand displayed, flyers handed out to everyone and event have the chance to speak to everyone assembled on the microphone.

**If you are looking to connect with locals, this model is a stand out winner.**

We have three levels of sponsorship available for a limited number of local sponsors:

Gold Partner:  Maximum Marketing Impact $750 plus GST

Silver Partner:  Strong Marketing Presence $500 plus GST

Bronze Partner:  Local Awareness $250 plus GST

We are committed to make sure that your advertising money is spent wisely and that your business does well from the event.  A detailed outline of what is included in each level of sponsorship is explained on the next page.

**SPECIAL OFFER: We are offering you the option of taking on the Silver Sponsorship and getting the Gold Package AT NO EXTRA CHARGE. (if you sign on before DATE, YEAR).**

If you would like to sponsor this event, please contact XXX NAME on XXX Number by XXX Date.

Thanks

XXX Name

XXX Position

**Gold Partner:  Maximum Marketing Impact**

Social Media:

·      Four posts on our Facebook Page

·      Logo on the Facebook Event Page

·      Live Interview at the Event

Public Announcements

·      Public thank you to the sponsor during the welcome.

·      Opportunity to speak using the microphone at the event

·      Chance to draw out the prize during intermission

Event Branding

·      Logo on the screen prior to the event

·      3 x 3 Marquee with product display

·      Public signage and promotional materials

Investment:    $750 plus GST

**Silver Partner:  Strong Marketing Presence**

Social Media:

·      Four posts on our Facebook Page

·      Logo on the Facebook Event Page

Public Announcements

·      Public thank you to the sponsor during the welcome.

·      Chance to draw out the prize during intermission

Event Branding

·      Logo on the screen prior to the event

·      Public signage and promotional materials

Investment:     $500 plus GST

**Bronze Partner:  Local Awareness**

Social Media:

·      Four posts on our Facebook Page

Public Announcements

·      Public thank you to the sponsor during the welcome.

Event Branding

·      Logo on the screen prior to the event

Investment:     $250 plus GST