Your Name Your address Your city

Your postal code

XXX X, 201X

Dear Potential Team Sponsor,

Thank-you for your considering sponsorship of our rowing team.

Our team will be partaking in competitive fixed-seat rowing during the summer. As a part of this, we will be participating in the following events:

* Discovery Day Regatta in June
* Time Trials in July
* The Placentia Regatta in July
* The Harbour Grace Regatta in July
* The Royal St. John’s Regatta in August

We are seeking financial assistance with the fees associated with the above events. The total for fees will be $$$$.$$. In addition to the fees, we are also requesting that you provide a team uniform, to be worn on race days.

By sponsoring a team, your company will receive exposure to over 50,000 spectators who visit lakeside each year, team names (sponsors) broadcasted over the PA system for event attendees, team names broadcasted by media, around lake and large display screens, showing race details (including sponsors). As the Royal St. John’s Regatta is the highest-attended tourism event in the province, your return on investment will be significantly high. Media is abundant on race day and teams are referred to by their sponsoring company name, as such, your company will be mentioned on both TV and radio, which reaches local, national and international audiences. To find out additional information about the Royal St. John’s Regatta and its associated events, please visit their website at stjohnsregatta.com.

To discuss this further, please contact us at the below. We look forward to hearing from you. Sincerely,

Your Name

Team Representative