Dear [Company leader or in Marketing department leader],

In the Seattle area there are few things more important than fostering our local sports teams.

Teams like Team Alpental Snoqualmie (“TAS”) ski team provide kids between the ages of 7 and 18 a safe place to get physically active, learn to race competitively, and make connections with their peers. The team was founded over 40 years ago and has produced countless ski enthusiasts as well as National and Olympic medalists. However, we wouldn’t be able to keep serving our team of over 140 young people without many important partners in the community. Would [Company Name] be interested in serving as one of our official team sponsors?

Sponsoring our team is not only a great way to get involved with the community; it’s also an amazing form of marketing for our business. TAS has over 140 members, and we will compete against teams from all across the Pacific Northwest and beyond this year. TAS would feature our company as a sponsor at races, and in other locations such as the team website, and on the team van. This would help [Company Name] gain exposure among TAS parents, the extensive community of families who ski regularly at Alpental/Snoqualmie Pass, across the broader Seattle area, and throughout the Pacific Northwest, too.

The funds raised for 2019-2020 Season Sponsorships will go directly to fund scholarships for those who cannot afford the full price of tuition as well as the team’s vehicle, equipment and coaching costs.

TAS would be happy to start a sponsor partnership with you at any level. However, contributions of $1000 would help us fund the goals mentioned above and provide better visibility to [Company Name]. A range of other options are outlined in the attached brochure.

If there’s any possibility [Company Name] could partner with TAS, please let me know and I’d be happy to coordinate with our head coach or one of our board members.

Warm Regards,

[TAS Parent]