

Sample Partnership Request Letter

Mrs. Cynthia Smith
Manager
Diamond Dance Store

Dear Mrs. Smith,

My name is Regina Coley and I am Executive Director of Leading Ladies of Legacy Inc.

I am writing to you because I believe that you, through your Diamond Dance Store, share our belief that mentoring girls can play a positive role in the community and in the health and welfare of the young ladies in our town. We also believe that dance has been a unifying force, drawing people of many backgrounds from across the community to watch the girls perform.

Leading Ladies of Legacy Inc. supports young ladies to strengthen their academics, understand and build resilience, become self-sufficient, build leadership skills as well as exude self-confidence and self-worth. Girls will learn to identify community needs and to become agents of change through serving others. At present we have five community chapters and serve 200 girls in our district.

Our reason for approaching you is that we are seeking partnerships with like-minded businesses in the area, businesses that also have a goal of seeing more young people taking part in the community. In trying to identify those businesses that share our goal it was hard to go past your store, which has been an integral part of young people's lives of young people in Atlanta for the past 30 years.

While I will call you to discuss directly, we are seeking to establish a sponsorship with a strong local partner. The benefits for your business of signing up as a partner with Leading Ladies of Legacy Inc. would be that we would:

Actively promote your business through such exposure as:

A strong presence in our regular round-by-round newsletter that goes out to our 200 mentees, their families, and our supporters with an endorsement for people to shop at the store that supports our club

- Your logo placed on all organization's shirts
- Signs placed on the boundary at our office
- Your name and business name placed up on our sponsors' honor board
- Participation in our program dinners and recognition in all speeches
- A certificate of appreciation to hang in your store.

We have developed what we believe is a great value-for-money package for a local business partner, which I would like to discuss further.

We think this arrangement would provide your business with a real profile boost through our successful club. We think this arrangement could also benefit the community through strengthening our group and continuing to give local girls a safe space to learn and grow.

Please find enclosed some further information about our club, including a brochure and press clippings.

I can be contacted during business hours on 404-889-8626, or on my cell 555-555-5555. I look forward to discussing this opportunity with you.

Thanks for your time.

Yours sincerely,

Regina Coley

Executive Director

Leading Ladies of Legacy Inc.

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