

Sample cover letter for sponsorship-personal contact, should be printed on your organization's letterhead

DATE

NAME

COMPANY

ADDRESS

CITY, STATE ZIPCODE

Dear FIRST NAME:

As you probably know, we're producing ***Adventures in Television*** this year, our new annual summer digital video and media training camp for disadvantaged youth. ***Adventures in Television*** offers a fun, professional atmosphere where at-risk kids from the Portland metropolitan area can learn job skills, explore career options in media, and gain personal enhancement and self-esteem.

During the week students produce 'public service announcements' for 10 area nonprofits that are broadcast on the local access channels. The week culminates in a "premiere party" and screening at the VENUE. Camp participants are recruited through our partner, the YOUTH ORGANIZATION. This year ***Adventures in Television*** takes place DATES.

With the loss of AT&T Broadband as our national primary sponsor, we are seeking alternate support through corporate sponsorships, grants, and from our vendors, friends and associates. We would be grateful for any donation toward this effort. A tax-deductible donation of \$50 will fund a camper for the week! In return, you will receive public acknowledgement of your gift, as well as an invitation to the "premiere" at the VENUE & DATE

I've enclosed a brochure with more information about ***Adventures in Television***. Please help us keep the adventure alive!

Best wishes,

PERSONAL CONTACT AT ORGANIZATION