



Sponsor Outreach Letter Template

[Your Organization Name]
[Address]
[Email] | [Phone]
[Website]

Date: _____

Dear [Business Owner/Manager Name],

On behalf of [Organization Name], I'd like to thank you for taking a moment to learn more about our community sport program. We are proud to support [# of athletes/participants] in [City/Town], providing a fun, safe, inclusive, and engaging environment for all participants.

This season, our focus is on:

- [Key Goal #1]
- [Key Goal #2]
- [Key Goal #3]

We are reaching out to local businesses and community leaders who value youth development, community engagement, and the positive impact of sport.

Here are a few ways you can get involved:

- Sponsor a team or division
- Support player registration through bursaries
- Sponsor an event or tournament
- Provide in-kind services or facilities

One example of a current need:

[Be specific – e.g., 'We are currently looking to purchase equipment for our U11 team including 3 new bats and helmets.']



We would love the opportunity to meet with you, learn more about your business, and explore how we can create a meaningful partnership that benefits both your organization and our community.

Thank you for considering supporting community sport. Together, we can continue building a stronger, more connected community.

Sincerely,
[Your Name]
[Your Role]
[Organization Name]

How to Use This Letter Template

Use this template to ensure your introduction letter is clear, complete, and helpful to communicate your team/league's goals for the season and open a dialogue about the kind of support you are seeking from sponsors.

This template was developed as part of the Sportall Community Sport Resource Library to support volunteers and organizations across Canada.

If this guide is helpful, feel free to share it with your board members, coaches, and community sport leaders.

Visit sportall.ca for more free resources supporting grassroots sport organizations.