



**To whom it may concern,**

On behalf of the University of \_\_\_\_\_ Club Tennis Team, I am writing to request your sponsorship for the 2007 season. We are a highly competitive club sport at the University of \_\_\_\_\_ with over \_\_\_\_\_ student athletes; however, our largest obstacle is that we lack any significant funding from the University. Throughout the course of a season, some of the numerous expenses that we incur include coaching, uniforms, traveling, and referees. These are all essential to our team, sport, and competition level. Almost all of our expenses are currently funded by out-of-pocket player dues, which are paid at the beginning of the season by each team member. The team is comprised entirely of students from the University of \_\_\_\_\_ who are attending school first and foremost to further their education. With majors ranging from Engineering and Medicine to History and Opera, the one thread that we all share in common is a passion for tennis.

The University of \_\_\_\_\_ Club Tennis Team was established in \_\_\_\_\_, and has slowly risen to become one of the dominant tennis powers in the country. In the 2007 season, our coach and all of our key players will be returning. Our goal for 2007 is very clear: qualify and win the National Championship!

As a sponsorship partner, your support will enable your company to be associated with a successful athletic program at the University of \_\_\_\_\_ and provide a vehicle to advertise your company to one of the most lucrative market segments, the collegiate student body. Our team travels throughout the \_\_\_\_\_ region. Our home matches and practices are held at the University of \_\_\_\_\_'s own courts. Some sponsorship opportunities for your company would include:

- 1) Team program
- 2) Tryout T-shirts
- 3) Pre-game warm-up T-shirts
- 4) Team banner
- 5) Team canopy tent
- 6) Team jerseys

As you can see, there are a wide variety of options that we can pursue together. We are also open to and encourage any ideas that you may have. It is important to note that there are certain elevated benefits to each of these proposed options. For example, a partnership involving a team banner or team canopy tent that is set up for all matches and practices would gain exposure to over 1,000 people per day, up to five days per week, who visit the courts for intramural sporting events. I must mention that an investment in our team also returns recognition through our website and in our pre- and post-game e-mails that are sent to our fan club.

The success of our team relies on sponsors like you to help us realize our goal: qualify and win the National Championship. We are excited about the opportunity of establishing a relationship with your company in an effort to achieve our goals together. Please contact me with any questions or ideas that you might have regarding a partnership with the contact information provided below. I look forward to speaking with you in person about our exciting future!

Sincerely,

Name: \_\_\_\_\_

Title: \_\_\_\_\_

address: \_\_\_\_\_

email: \_\_\_\_\_

phone: \_\_\_\_\_