Writing a Sponsorship Pitch for Sports or Entertainment Paper details: Most major companies get sponsorship pitches/letters/packages every day. Most of them are ignored. What will make yours stand out? Enthusiasm. Passion. Persuasion. Your copy must be concise and to the point. People don’t read much these days so you have to pack a lot of power in a short amount of space. You do have to get to the point, however, and ask for the order. A number is necessary. You also need to follow a relatively firm format – begin with: Attention (or Awareness) then Interest – why this is perfect for the company because… followed by Desire – the Central Selling Theme – this is how much it costs and what it will get you… and finally, Action (aka a call-to-action) – you want to meet with them to further discuss your idea(s). Finish with a one-line “thank you for your consideration” sentence/paragraph Prepare this letter to the marketing person at a specific brand. Include your team or corporate logo at the top of the letter. Make sure you sign your letter where indicated at the bottom. Follow the proper letter format as shown on the example. Single-space, flush left, ragged right (not justified; that’s for lawyers). ONE PAGE ONLY. - Points taken off if this runs long. Edit otherwise