

Renewal Letter for Existing Sponsor

Subject: Thank You and Sponsorship Renewal for [Year]

Dear [Sponsor Name],

On behalf of everyone at [Team/Organization Name], I want to express our sincere gratitude for your sponsorship during the [previous year] season. Your partnership made a tangible difference in our success.

Thanks to your support, we achieved [specific accomplishments: tournament victories, number of players served, facilities improved, etc.]. Your logo appeared before [number] spectators at our matches, and your brand received [number] impressions across our social media platforms.

As we plan for the upcoming [year] season, we hope to continue our partnership. We are offering existing sponsors the opportunity to renew at last year's rate of [amount], despite increased costs across our program. Additionally, we are expanding benefits to include [new benefits].

Our goals for next season are ambitious: [list goals]. With continued support from valued partners like [Company Name], we are confident these goals are achievable.

I would appreciate the opportunity to meet and discuss the renewal, share our upcoming season plans, and hear any suggestions you might have for enhancing our partnership. Please let me know your availability in the coming weeks.

Thank you again for your commitment to our team and community.

Warm regards,

[Your Name]

[Your Title]

[Contact Information]

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