

# In-Kind Sponsorship Request Letter

Subject: In-Kind Sponsorship Partnership Opportunity

Dear [Business Owner/Manager Name],

I am reaching out on behalf of [Team/Organization Name] to explore a mutually beneficial in-kind sponsorship partnership with [Company Name].

Rather than financial contribution, we are seeking [specific goods/services: uniforms, equipment, printing services, facility rental, catering, transportation, etc.] to support our [upcoming season/tournament/program]. We understand that [Company Name] specializes in [relevant products/services], making this a natural partnership opportunity.

Specifically, we need [detailed description of items/services needed, quantities, timing]. The retail value of this contribution would be approximately [amount], and we would recognize this as a full sponsorship valued at that amount.

In return, we offer:

- Logo placement on [jerseys/warmups/training gear/banners]
- Recognition at all [number] home matches reaching [number] spectators
- Acknowledgment in programs, newsletters, and social media
- Tax receipt for in-kind donation at fair market value
- Testimonial and promotional opportunities for your business

For a business like yours, this partnership provides community visibility while utilizing your existing products/services rather than requiring cash outlay. Many of our families and supporters are potential customers who value businesses that invest in youth sports.

I would love to discuss how we can structure this partnership to maximize benefits for both organizations. Please let me know if you are interested in exploring this opportunity further.

Thank you for considering supporting our team.

Sincerely,

[Your Name]

[Your Title]

[Contact Information]

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