

# Emergency/Special Need Sponsorship Appeal Letter

Subject: Urgent: Help Needed to Save Our Season

Dear [Recipient Name],

I am writing with an urgent request. [Team/Organization Name] faces an unexpected crisis that threatens our ability to complete the season, and we need immediate support from our community. [Explain situation: facility suddenly unavailable requiring expensive alternative, equipment stolen/damaged, unexpected tournament fees, funding source fell through, vehicle breakdown affecting transportation, etc.]. This unforeseen situation has created a shortfall of [amount] that we must address within [timeframe].

Without these funds, [consequence: team cannot compete in remaining matches, players will lose their opportunity, season will end prematurely, etc.]. For many of our [number] players, particularly those from disadvantaged backgrounds, this represents not just missed games but lost mentorship, structure, and opportunities they depend on.

We are reaching out to [businesses/individuals/community members] who might be able to help through:

- One-time emergency sponsorship of [amount] or any amount possible
- In-kind donations of [needed items/services]
- Connections to other potential emergency sponsors
- Fundraising event hosting or participation

Time is critical. We need to [specific action: secure new facility, replace equipment, pay outstanding fees] by [deadline]. Every contribution, regardless of size, brings us closer to keeping these young athletes on the field.

If you can assist in any way, please contact me immediately at [phone] or [email]. We are happy to provide documentation of our situation and discuss recognition opportunities for emergency sponsors.

Thank you for considering this urgent appeal. These young athletes are counting on us.

Sincerely,

[Your Name]

[Your Title]

[Contact Information]

**Get more templates here:** <https://www.lettersandtemplates.com/letters/football-sponsorship-letter>