

Initial Rodeo Sponsorship Request to Local Business

Dear [Business Name/Owner],

I hope this letter finds you well. My name is [Your Name], and I am writing on behalf of [Rodeo Event/Organization Name], scheduled to take place on [Date] at [Venue/Location].

Our rodeo has been a cornerstone of our community for [X years], drawing [estimated attendance] spectators annually and showcasing the best of western heritage and athletic competition. This year, we are seeking partnership with local businesses like yours to help make this event even more successful.

We are offering several sponsorship levels ranging from \$[lowest amount] to \$[highest amount], each providing excellent visibility for your business. Benefits include logo placement on event materials, announcements during the rodeo, social media promotion to our [X thousand] followers, and complimentary tickets for you and your staff.

Your support would directly contribute to [specific use: prize money for competitors, facility improvements, youth rodeo programs, etc.], ensuring our event continues to bring economic vitality and entertainment to our community.

I would love to schedule a brief meeting to discuss how we can create a partnership that benefits both the rodeo and your business. I will follow up with you next week, or you can reach me directly at [phone] or [email].

Thank you for considering this opportunity to be part of our rodeo tradition.

Sincerely,

[Your Name]

[Title]

[Organization Name]

[Contact Information]

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