

Sponsorship Renewal Request

Dear [Sponsor Name],

Subject: [Year] Rodeo Sponsorship Renewal Invitation

I hope this message finds you well. As we begin planning for our upcoming [Year] [Rodeo Name], I wanted to reach out to you first as a valued returning sponsor.

Your partnership last year was instrumental in our success. Together, we achieved [specific metrics: attendance numbers, economic impact, community benefits]. Your brand was featured across [list specific deliverables that were fulfilled], and based on our post-event survey, [X%] of attendees recalled seeing your company's presence at the event.

For [upcoming year], we are excited to offer enhanced sponsorship benefits including:

- Expanded social media reach (our following has grown [X%] since last year)
- New digital advertising opportunities on our mobile app
- Extended promotion period beginning [X months] before the event
- Enhanced VIP experiences for your team and clients

We have reserved your previous sponsorship level and are holding it exclusively for you until [date].

Your investment last year was \$[amount], and we are pleased to offer the same rate for [year] with the added benefits mentioned above.

I would love to schedule a brief call to discuss your goals for this year and ensure our partnership delivers maximum value for your business. Please let me know your availability, or feel free to confirm your renewal by responding to this email.

Thank you for being such an important part of our rodeo family. We look forward to another successful year together.

Best regards,

[Your Name]

[Title]

[Organization]

[Contact Information]

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