

In-Kind Sponsorship Request

Hey [Contact Name],

I wanted to reach out because we're putting together the [Rodeo Name] again this year on [dates], and I immediately thought of you and [Business Name].

Instead of asking for a financial contribution, I'm wondering if you'd be interested in an in-kind sponsorship. Specifically, we could really use [specific items/services: fencing materials, sound equipment rental, printing services, livestock feed, food/beverage donations, etc.] to help make the event happen.

In exchange, we'd give you [benefits: logo on all promotional materials, announcements during the event, booth space, tickets, social media shoutouts, etc.]. Last year we had about [X thousand] people come through, and everyone who donated goods or services got great exposure.

The value of what we're asking for is approximately \$[amount], which would qualify you for our [sponsorship level] sponsor benefits—same as if you'd written a check, but this way it might be easier for your business.

No pressure at all, but I thought it was worth asking since we could really use the help and it could be a good opportunity for [Business Name] to get in front of our crowd.

Let me know what you think! You can call me at [phone] or just reply to this email.

Thanks for considering it!

[Your Name]

[Contact Information]

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