

Sports Tournament Package Sponsorship

Subject: Sponsorship Packages Available - [Tournament Name]

Dear [Potential Sponsor Name],

[Tournament Name] returns to [Location] on [dates], and we're offering sponsorship opportunities for businesses looking to reach [target demographic] effectively.

This tournament attracts [number] teams, [number] athletes, and [number] spectators over [number] days of competition. Participants travel from [geographic area], generating significant economic impact for local businesses while providing excellent exposure for sponsors.

****Available Sponsorship Packages:****

****Title Sponsor - [Amount]:****

- Tournament naming rights
- Exclusive industry category
- Logo on all marketing materials and signage
- [Number] premium tickets
- On-site activation space
- Speaking opportunity at awards ceremony

****Platinum Sponsor - [Amount]:****

- Premier logo placement on uniforms and signage
- Industry category exclusivity
- [Number] tickets and hospitality area access
- Recognition in all press releases
- Social media promotion

****Gold Sponsor - [Amount]:****

- Logo on tournament banners and programs
- Recognition on website and social media
- [Number] tickets

- Product sampling opportunity

****Silver Sponsor - [Amount]:****

- Logo in tournament program

- Website listing

- [Number] tickets

****Bronze Sponsor - [Amount]:****

- Program listing

- [Number] tickets

All sponsors receive professional photography of their signage, post-event metrics report, and first right of refusal for next year's tournament.

We have limited availability at each level. If you're interested in sponsoring [Tournament Name], please respond by [deadline date] to secure your package.

I'm happy to discuss customization options or answer questions about expected reach and demographics. Our past sponsors have reported strong ROI through both direct customer acquisition and brand awareness within our community.

Can we schedule a brief call this week to discuss which package best fits your marketing goals?

Thank you for considering [Tournament Name]. I look forward to partnering with you.

Regards,

[Your Name]

[Title]

[Tournament Organization]

[Contact Information]

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