To

[The recipient]  
[Business Name]

**Subject: Sponsorship for the football team**

Dear Johnson,

I am formally inviting you through this letter to sponsor our football team on the eve of the international football league expected to be held very soon. My name is Harry, and I am the manager of the Stars Football Club. I have been running this club for the last ten years. Membership in my club has been raised to 400 since its establishment. The club is famous for providing world-class training opportunities to its players. My aim is to keep the standard of the game abreast of international standards.

To achieve this goal, I have hired some international players as trainers. They are being paid with the help of local business owners. Owing to their hardworking attitude, we are producing world-class players.

Until now, sports kits and equipment were being managed by local sponsors. This year, we decided to send some of our players to the USA for international exposure. For this purpose, we are looking someone to support our football team. This is the fact that the cost of sending our players to the USA is very high and we are unable to meet the expenditures. The total estimated cost is [US dollars]. A copy of the estimated expenses is hereby attached to this letter for your convenience.

My dear, you are hereby informed that it would be a great opportunity for you to promote your business if you sponsor us. Our players will use shirts with the printed name of your brand. It is believed that your brand will flourish internationally. You can imagine your success level when our media team will promote your brand on social media which is an added advantage in return for your sponsorship.

Your sponsorship is expected to change the lives of many players. It will really be helpful in transforming them into world-class quality players. It would be a great virtue from your side, and you will always be remembered in prayers.

Your positive response is being awaited.

Regards.

Yours sincerely.  
[SIGNATURE]