



Nonprofit Sponsorship Letter Templates

6 Ready-to-Use Templates for Every Sponsorship Ask



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How to use these templates:

Each template is ready to customize. Replace the bracketed fields with your own details. Adjust the tone to match your organization and the sponsor you are writing to. Keep it to one page wherever possible.



1. Event Sponsorship Letter

[Your Organization's Letterhead]

[Date]

[Sponsor's Name]

[Title], [Company Name]

[Address]

Dear [Sponsor's Name],

My name is [Your Name], and I lead [role/department] at [Nonprofit Name]. We work to [one-line mission statement], and every year, our work depends on partners who share that commitment.

On [Date], we are hosting [Event Name] at [Venue]. It is one of our biggest fundraising moments of the year, and this time, we are expecting [number] guests — [brief audience description, e.g., local business leaders, long-time donors, and community advocates].

We would love to have [Company Name] with us as a sponsor. Your support would go directly toward [specific use of funds], and in return, we would be glad to offer [key benefits — logo placement, event signage, verbal recognition, complimentary tickets, social media mentions].

I would love to connect and walk you through what sponsorship could look like for [Company Name]. You can reach me at [Email] or [Phone]. We are confirming sponsors by [Deadline Date] and would love to save a spot for you.

Thank you for taking the time to read this. I hope we get the chance to work together.

Warm regards,

[Your Name]

[Your Title]

[Nonprofit Name]

[Contact Information]



2. Corporate Cash Sponsorship Letter

[Your Organization's Letterhead]

[Date]

[Sponsor's Name]

[Title], [Company Name]

[Address]

Dear [Sponsor's Name],

My name is [Your Name], and I am the [Your Title] at [Nonprofit Name]. For [number] years, we have been working to [mission statement — e.g., provide safe housing for families experiencing homelessness in the Greater Boston area].

I am reaching out because [Company Name]'s commitment to [relevant value — e.g., community development, education, or social impact] aligns closely with the work we do every day. I believe a partnership between our organizations could create something genuinely meaningful.

This year, we are focused on [specific program or initiative]. With a contribution of [\$Amount], [Company Name] would help us [specific impact — e.g., provide three months of transitional housing for five families]. That is not a number we take lightly, and neither will the families who benefit from it.

In return, we would be proud to recognize [Company Name] as a [Sponsor Level] partner through [list benefits — website listing, newsletter features, co-branded materials, event recognition, etc.].

I would welcome the chance to speak with you directly and share more about our work. Please feel free to reach me at [Email] or [Phone]. We are hoping to finalize our corporate partners by [Date], and I hope [Company Name] will be among them.

Thank you sincerely for your consideration.

Warm regards,

[Your Name]

[Your Title]

[Nonprofit Name]

[Contact Information]



3. In-Kind Donation Request Letter

[Your Organization's Letterhead]

[Date]

[Donor's Name]

[Title], [Company Name]

[Address]

Dear [Donor's Name],

My name is [Your Name], and I am the [Your Title] at [Nonprofit Name], a nonprofit dedicated to [one-line mission].

I am reaching out with a specific request that I hope [Company Name] might be well-positioned to help with. For our upcoming [event or program name] on [Date], we are looking for [specific item or service — e.g., catering for 200 guests, printing for our event programs, or professional photography coverage].

This contribution would go directly toward [explain the purpose and who benefits]. It is a tangible, direct way for [Company Name] to make a difference without a cash outlay.

As a token of our appreciation, we would recognize [Company Name] in [list recognition — event signage, program listing, social media, verbal mention, etc.]. In-kind donations to registered nonprofits may also be tax-deductible — we are happy to provide documentation to support that process.

If this is something [Company Name] can support, please reach out to me at [Email] or [Phone] by [Deadline Date]. I am happy to answer any questions or arrange a quick call.

Thank you so much for considering this. It would mean a great deal to the people we serve.

Warm regards,

[Your Name]

[Your Title]

[Nonprofit Name]

[Contact Information]



4. Matching Gift Partnership Letter

[Your Organization's Letterhead]

[Date]

[Sponsor's Name]

[Title], [Company Name]

[Address]

Dear [Sponsor's Name],

My name is [Your Name], and I am the [Your Title] at [Nonprofit Name]. We are a [mission-focused description], and we have been working in [community or cause area] for [number] years.

I am writing to propose a matching gift partnership between [Company Name] and [Nonprofit Name]. Matching gift programs are one of the most effective ways a company can support a cause — because every employee donation becomes twice as impactful at no extra effort from the donor.

Here is what we have in mind: for [Campaign Name or timeframe — e.g., our annual giving campaign this November], we are asking [Company Name] to match employee donations to [Nonprofit Name] at a [1:1 or other] ratio, up to [\$Cap Amount]. Every dollar your team gives would be matched, creating a powerful moment of collective giving.

For [Company Name], this is also a strong employee engagement opportunity. Matching gift programs consistently rank among the most valued corporate giving benefits. It is a meaningful way to show your team that the causes they care about matter to you too.

The funds raised will go directly toward [specific program or impact]. We would love to recognize [Company Name] as a matching gift partner through [recognition benefits].

I would love to discuss this further at your convenience. Please feel free to reach out at [Email] or [Phone]. I am available for a call anytime before [Date].

Thank you for your time and for the good work [Company Name] does in our community.

Warm regards,

[Your Name]

[Your Title]

[Nonprofit Name]

[Contact Information]



5. Media and PR Sponsorship Letter

[Your Organization's Letterhead]

[Date]

[Contact's Name]

[Title], [Media Outlet or Agency Name]

[Address]

Dear [Contact's Name],

My name is [Your Name], and I am the [Your Title] at [Nonprofit Name]. We are a [mission-focused description] serving [community or region].

I am reaching out because [Media Outlet Name] has a strong reputation for [relevant coverage area — e.g., community stories, local business news, social impact reporting]. The work we do at [Nonprofit Name] speaks directly to that audience, and I believe there is a real opportunity for us to work together.

We are [hosting an event / launching a campaign / running a program] on [Date] that we believe would resonate with your readers and viewers. [One to two sentences about the event or campaign and why it matters.]

We are looking for a media partner who can support us through [specific ask — e.g., editorial coverage leading up to the event, social media promotion, ad space in your publication, or on-air mentions]. In return, we would be proud to recognize [Media Outlet Name] as our official media partner through [co-branding on event materials, logo placement, verbal recognition, press pass, etc.].

This is a chance to tell a story that matters and to be visibly connected to work that makes a real difference in [community].

I would love to explore what this could look like together. Please reach me at [Email] or [Phone] by [Date].

Thank you for your time and your commitment to [community or cause area].

Warm regards,

[Your Name]

[Your Title]

[Nonprofit Name]

[Contact Information]



6. Sponsorship Renewal Letter

[Your Organization's Letterhead]

[Date]

[Sponsor's Name]

[Title], [Company Name]

[Address]

Dear [Sponsor's Name],

I want to start by saying thank you. [Company Name]'s support last year made a real difference for [Nonprofit Name] and for the people we serve.

Because of your generosity, we were able to [specific outcome — e.g., provide after-school support to 300 students, fund emergency meals for 150 families, or host our most successful fundraising gala to date, raising \$X]. That kind of impact does not happen without partners like you, and we do not take that lightly.

This year, we are building on that momentum. We are [brief description of upcoming campaign, event, or program], and we would love for [Company Name] to be part of it again.

Your sponsorship package this year would include [list benefits — same as before, or any upgrades]. If anything has changed on your end and you would like to explore a different level of involvement, I am happy to work with you on that too.

Renewing is simple. Just reach out to me at [Email] or [Phone] by [Deadline Date] and we will take care of the rest.

Thank you again for everything [Company Name] has done for our community. We hope this is the beginning of a long partnership.

Warm regards,

[Your Name]

[Your Title]

[Nonprofit Name]

[Contact Information]