Dear University of Cincinnati Club Sports Leaders:

The following letters are to help you and your club in correspondence with potential sponsors and donors.

Enclosed are:

1. Sponsorship Letter Example – be sure to clear sponsors prior to soliciting
2. Donor Letter Example
3. Thank you Letter Example
4. Gift-in-Kind Donation Form (for an asset donated to a club sport organization, such as a boat) – please coordinate with Program Coordinator prior to accepting gift

Tips – include a picture if possible – digital or print. This often helps.

***Sponsorship Letter Example (be sure to clear with the Foundation prior to soliciting)***

(date)

Mr./Ms. Doe

Address Line 1

Address Line 2

City, State Zip Code

Dear Mr./Ms. Doe,

My name is (insert name), President of the (club name) Club at University of Cincinnati. This is our (year) season as a club on campus. During this time we have gone from a few interested players to a recognized club that is capable of competing against schools such as (team examples i.e. Miami, OSU, UK, IU, etc) to name a few. In the previous seasons we have competed in the (league or governing body). We are proud to represent the Bearcats as the officially sanctioned (name) club recognized by the university.

The team and I are attempting to raise funds to help us train and compete against other universities within our region. As you can imagine with the cost of facility space, travel, and equipment, we have a high overhead for a non-varsity sport, and our budget allocation is small from the University. We are conducting a fundraiser on campus this (month) to not only raise revenue, but also awareness of our presence on campus. We would like to (explain what - i.e. raffle off a gift certificate from your store), as well as some other sponsorship items we have secured for the event.

I understand the gift certificate is very expensive and that you don’t give them out to just anybody who solicits your company. In return for your sponsorship (at whatever level you choose) we would place a banner advertising your store in a prominent student flow area where we will be conducting our fundraiser for two weeks. In addition we will advertise our fundraiser on fliers showing your logo all over campus. I would like to suggest that we reach some sort of mutually beneficial agreement that might help us both out.

It is clear through your excellent reputation that your store is a champion for supporting under-funded programs, and financially less fortunate athletes. I hope we can offer the opportunity to extend that commitment further. Thank you very much for considering this proposal. I would welcome the opportunity to discuss the matter at greater length.

Respectfully,

Your Name

President, University of Cincinnati Club

(phone number)

(email)

(club website)

***Sample Club Donation Solicitation Letter***

(Date)

«First» «Last»

«Title»

«Mailing»

«City», «State» «Zip»

Dear «First»,

As an alumni (or example of relationship) of University of Cincinnati (UC) and a member of [Organization], we like to keep you informed about what’s going on with the current group, and we’d also ask that you help support our [team, club, etc]. Our students benefit greatly from the various departments in student affairs, and your financial support is integral to the continued success, team building, and fun of [Organization].

Over the past year [Organization] has been at the forefront of many exciting changes. **Talk about changes, travels, competitions, rankings, successes, etc.** This year we’d like to raise funds to help us [travel, buy uniforms, pay entrance fees-specifics help]/or our major goal is to purchase [item].

Our current [team, club, group] would greatly appreciate your continued support and commitment to UC and [Organization] by providing a financial donation. You can write a check payable to the University of Cincinnati Foundation, and in the notes section write (our club name). Or, you can donate online at (insert giving link or if you do not have a giving link use the UC Foundation link at <https://webapps2.uc.edu/foundation/gift/gift.aspx> --- if you are using the UC Foundation link be sure for the donor to specify your club name in the notes).

Checks can be mailed to:

   Gina Christensen

                UC Foundation

                PO Box 19970

                Cincinnati, OH  45219-0970

Thank you for your support,

(Name )

[Officer Position, Club]

(Class Year)

(Phone Number)

(Email Address)

(Club website)

455 Steger Student Life Center

Cincinnati, OH 45221-0136

***Thank You Letter Example***

(date)

Mr./Ms. Doe

Address Line 1

Address Line 2

City, State Zip Code

Dear Mr./Ms. Doe,

On behalf of the (Club Name) Club at University of Cincinnati (UC), I would like to thank you for your support and generous donation of (donation or donation amount). Your commitment to helping our team is sincerely appreciated.

Each year the (Insert Club) has gained a stronger presence on UC’s campus and this year our club (insert a special accomplishment or achievement of the club). In particular with the support from our sponsors and we were able to raise enough money to (insert something you were able to do with the money). The ability for us to fund this was extremely beneficial to our club and assisted us (explain how).

The goal of the (Club Name) Club at UC is to continue to gain a presence on campus and to have the opportunity to (explain what). With the help of donations from supporters such as you, our team can continue to improve upon our goal.

Thanks again for your generous support of our efforts to play and compete in (sport or activity) at the (level of play - i.e. National level).

Best Wishes,

Your Name

President, UC Club

455 Steger Student Life Center

Cincinnati, OH 45221-0136

(phone number)

(email)

(club website)

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**GIFT-IN-KIND CONTRIBUTION FORM**

Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact Person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State \_\_\_\_\_\_\_\_\_\_ Zip \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone (\_\_\_\_\_\_\_)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Gift-in-Kind Contribution to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Club**

|  |  |
| --- | --- |
| **Please provide an itemized and detailed description of**  **the item provided**  *(use a separate sheet if needed)* | **Value of item** |
| **1.** | **$** |
| **2.** | **$** |
| **3.** | **$** |
| **4.** | **$** |
| **TOTAL** | **$** |



\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5/2/2012

Company Rep Date Bleuzette Marshall Date

*Thank you for your support of our students. We appreciate your generosity. If you have any questions, please contact Becky Miller at (513) 556-8988 or Bleuzette Marshall at (513) 556-6262. You may fax this completed form to (513) 558-0632.*