

POC: First Last [the sender’s information]

Company

Phone number

Email address

Re: Event Name

Dear Miss Williams, [know who you’re addressing!]

[what - explain what is happening] On Saturday, September 25, 2025 we will host a Silent Auction fundraising event at ABC’s Pasadena office. Dozens of high-value items and baskets will be donated by companies to raise money for needed veterans services in our local area. Participants will enjoy light appetizers, drinks, and music while they enjoy bidding on these exciting and impactful items.

[why - explain why it matters] It’s estimated that over 107,000 veterans are homeless at any given time. For over 20 years, ABC company has partnered with esteemed local organizations to deliver much-needed services, like healthcare supplement plans, PTSD treatment and resources, employment opportunities, and daily living supports. Our mission is to bring the number of homeless veterans to zero, and we’re making progress every year with over 60,000 veterans served. However, we need your help to continue making a difference.

[how - make a specific request] We’re asking for a $5,000 sponsorship from your organization to support the ABC Silent Auction and its mission. Your tax-deductible support will go directly toward our mission and your company will receive the following esteemed sponsor benefits:

* Benefit A
* Benefit B
* Benefit C

[when - give a timeline] Please confirm your sponsorship by August 23rd using the attached form or visiting our website at ABC.com/sponsor to receive these benefits. If you have any questions or would like to customize your sponsorship package, please don’t hesitate to reach out.

Respectfully,

Person Name

Executive Director