**School Name**

**Street Address**

**City, State Zip Code**

**Date**

**Attn: First & Last Name of Primary Contact**

**Title of Primary Contact**

**Address of Business**

Dear **[Mr./Mrs. Insert Name]**

Please allow me to introduce myself formally, my name is **[insert name],** and I am the Athletic Director at **[insert school name].** Today I am contacting you on behalf of our athletic department to invite you to participate in an event we are hosting to raise money for our program. Over these last several years, we have noticeably seen the impacts of athletic participation on academic achievement. Athletics is about more than winning a game. It teaches discipline, perseverance, and commitment. Our students know how to overcome challenges, and they experience the cause and effect of hard work and dedication. We believe our athletic program gives students the chance to grow while being surrounded by members of our community who demonstrate these characteristics. At **[school name],** we recognize the importance of these skills, and we witness their impact as our students walk across the stage each and every year at graduation.

This year, we are hosting an event called, “A Night Under the Stars” to raise money for our program. On [insert date] at [insert time] we will be opening the gates of [insert venue name] for family and friends to join us for a movie night. We would like to open the event to the public and include booths for local businesses such as yourself to offer their goods. Booths only cost [insert amount] to participate. Your contribution will go towards **[insert specific request]** and will serve the youth of **[insert city name]** by providing them with the opportunity to **[insert effect]**. Here is the description of the event and booth size:

**Booth Size (10ft. X 10ft. Area)**

**Tables & chairs will be provided. Please let us know how many you need by [insert date] by sending an email to [internal contact’s name and email address].**

**You are responsible for bringing your own items and/or tent.**

We hope you will consider our invitation. Your support would go a long way with our organization. Please feel free to contact me at **[insert phone number]** if you have any questions. I look forward to hearing from you soon.

Kind Regards,

**[Insert Signature]**

**First & Last Name**

**Title**

**Phone Number**

**Email**