Name and address of sender in this box. (text box - no outline – click on it to see)

Name & Address of recipient in this box (text box - no outline – click on it to see)

xx/xx/2017

Dear xxxx

I would like to introduce to you the *English Tug of War Association* (TOWA) who have the honour of hosting the Tug of War International Federation (TWIF) *European Outdoor Tug of War Championships and World Junior and Under 23 Championships* in September 2017 in Southport, Merseyside.

The TOWA was founded in 1958 and since then England have been very successful in men’s, ladies and junior competitions Worldwide. The sport itself is recognised by both the International Olympic Committee (IOC) and Sport England. In England we have clubs geographically spread the length and breadth of the country all training hard to make it to this year’s prestigious championships.

Tug of War is a true team sport, and as an amateur competition is very popular throughout Europe. We are expecting at least *20 Countries* to take part in these major championships next year with around *2,000 competitors* and we want to put on a memorable sporting event for all the competitors, judges, coaches and spectators who come to watch and enjoy the competition.

For this endeavour, the TOWA have been working to raise funds that will allow us to put on an event that will match the standards and expectations of previous events Our budget, as most amateur sports budgets allow for, is not very big and we are trying to raise funds for the event. We would be grateful if you would join hands with us in this endeavour and agree to be one of our sponsors for the event.

We know that companies and individuals get many requests for support and can only donate to a few. So why choose next year’s European Tug of War Championships? Well that’s easy. For your commitment, we will get your company exposure in the build-up to and during the event. Through social media, web site banner advertising, newspapers, radio and TV coverage we aim to achieve maximum publicity for you where possible. We know on Facebook alone we have a post reach of 15-20,000 people, and have previously received multi-media coverage both regional, national and international, as well as attendance from special guests including Her Royal Highness Princess Anne.

We have several sponsorship opportunities available to suit a range of budgets in the enclosed booklet which we are sure will be mutually beneficial. I truly hope you would consider this proposal and help us to make this sporting event a really great success for all involved.

If you should have any further questions or wish to discuss sponsorship and advertising opportunities further, then please do not hesitate to contact me.

Thank you for taking the time to read our request, and I look forward to hearing from you soon.

Yours Sincerely

***Electronic signature or delete, print and sign.***

**Sender name**

The Tug of War Association

2017 European & Junior World Championship Organising Committee

**INSTRUCTIONS**

This letter can be used to accompany the sponsor ‘pack’ that is available.

If you are sending this to a person you know put your address in the top left hand box and your name at the end of the letter. You can either type your name or delete the text, print and sign.

Before you send a letter to anyone, please check with the Treasurer, Mr Alan Ludkin [alan.ludkin@hotmail.co.uk](mailto:alan.ludkin@hotmail.co.uk) to verify that a letter has not already been sent to that company. When you have sent a letter to anyone please inform the Treasurer so that he can keep a record of all sponsorship requests. This is important as we do not wish to alienate any potential sponsors by sending multiple requests.

When you have completed this letter, delete this text and the page break on the above page before you print or send the final letter.