

Media Sponsorship Proposal for [Product Name] Launch

[Your Name]

[Your Position]

[Your Company Name]

[Your Company Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

[Date]

[Recipient Name]

[Recipient Position]

[Recipient Company Name]

[Recipient Company Address]

[City, State, Zip Code]

Dear [Recipient Name],

We are excited to announce the upcoming launch of our new product, [Product Name], scheduled for [Launch Date]. We are reaching out to explore the opportunity for [Recipient Company Name] to serve as a key media sponsor for this event.

[Product Name] represents a significant advancement in [Brief Description of Product and Its Benefits]. As part of our launch strategy, we are looking to partner with influential media outlets that align with our brand values and target audience.

Proposal Highlights:

- Exclusive media coverage during the product launch event
- Brand visibility through promotional materials
- Co-branded marketing initiatives before and after the launch

- Access to exclusive interviews with our team
- Invitation to our VIP launch party

In return for your sponsorship, we are prepared to offer [Details of Sponsorship Benefits and Compensation]. We believe this partnership will not only enhance the launch of [Product Name] but also provide significant exposure for [Recipient Company Name].

We would love the opportunity to discuss this proposal in more detail. Please let us know a convenient time for you to meet or if you prefer to discuss this over the phone.

Thank you for considering our proposal. We look forward to the possibility of collaborating with [Recipient Company Name].

Best regards,

[Your Name]

[Your Position]

[Your Company Name]