

# Sponsorship Benefits Outline

Date: [Insert Date]

To: [Sponsor's Name]

From: [Your Name / Organization]

## Overview

[Author's Name] will be embarking on a tour to promote [Book Title], with events scheduled in various cities. We invite you to become a sponsor and reap the numerous benefits that come with this partnership.

## Sponsorship Levels

- **Gold Sponsor: \$10,000**
  - Logo placement on all marketing materials
  - Social media mentions throughout the tour
  - Two VIP tickets to events
  - Meet & greet with the author
- **Silver Sponsor: \$5,000**
  - Logo placement on event signage
  - Half-page advertisement in event programs
  - One VIP ticket to an event
- **Bronze Sponsor: \$2,500**
  - Logo on website and event flyers
  - Acknowledgment during events

## Additional Benefits

All sponsors will receive:

- Access to post-tour impact report
- Inclusion in press releases and media outreach
- Networking opportunities with other sponsors and attendees

## Next Steps

If you are interested in sponsoring this exciting tour, please contact [Your Contact Information] by [Deadline]. We look forward to partnering with you to make this tour a success!

Thank you for considering this opportunity!

Sincerely,  
[Your Name]  
[Your Title/Organization]