

Rebranding Proposal for [Your Sports Team Name]

Date: [Insert Date]

To: [Sponsor's Name]

[Sponsor's Company Name]

[Sponsor's Address]

[City, State, Zip]

Dear [Sponsor's Name],

We hope this letter finds you well. As [Your Sports Team Name] prepares for an exciting new chapter, we are thrilled to introduce our rebranding initiative and invite [Sponsor's Company Name] to partner with us as a key sponsor.

Our rebranding aims to enhance our team's identity and strengthen our connection with the community and fans. With a fresh logo, updated team colors, and a renewed spirit, we believe that this transformation will not only elevate our brand but also create greater visibility and engagement for our sponsors.

As a sponsor, [Sponsor's Company Name] will receive numerous benefits, including:

- Logo placement on team jerseys and merchandise
- Prominent recognition on our website and social media platforms
- Exclusive access to game-day events and fan experiences
- Opportunities for co-branding in promotional materials

We would love to discuss this opportunity further and explore how we can align our goals to create a mutually beneficial partnership. Please let us know a convenient time for us to meet or have a call to discuss this proposal in more detail.

Thank you for considering this exciting opportunity. We look forward to the possibility of working together to make [Your Sports Team Name] a standout success!

Sincerely,

[Your Name]

[Your Title]

[Your Sports Team Name]

[Contact Information]