

Application for Reseller Distribution Rights

Date: [Insert Date]

To,

[Recipient Name]

[Company Name]

[Company Address]

[City, State, Zip Code]

Dear [Recipient Name],

I am writing to formally apply for the reseller distribution rights for your esteemed range of sports equipment. As a passionate advocate of sports and fitness, I believe that your products align perfectly with my vision to promote active lifestyles within my community.

My company, [Your Company Name], has been in the retail business for [Number] years, specializing in sports and outdoor equipment. We have a strong customer base and a proven track record of successful sales that demonstrate our capability to effectively market and distribute high-quality sports products.

We are particularly interested in distributing [Specific Products or Range of Products] due to their market appeal and our understanding of the demand within our area. I am confident that our dedicated sales team and strategic marketing efforts will create a substantial increase in your brand's visibility and sales.

Please find attached our business plan, including market analysis, and our proposed strategies for the promotion and distribution of your products. I look forward to the opportunity to discuss this proposal further and explore potential collaboration.

Thank you for considering my application. I hope to hear from you soon.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]