

Dear [Recipient's Name],

I hope this message finds you well. I wanted to follow up on our recent conversation regarding the sponsorship opportunities at our upcoming retail event, [Event Name], scheduled for [Event Date].

We are excited about the potential for [Company Name] to collaborate with us, and I believe your involvement would bring great value to both our event and your brand. As discussed, we have several sponsorship tiers available that cater to different marketing goals and budgets.

Please let me know if you have any questions or if you need further information regarding the sponsorship packages. I would be happy to provide more details to help you make a decision.

Looking forward to your response.

Warm regards,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]