**The following letter templates can be a useful starting point for requesting**

**fundraising and sponsorship help. They are designed for you to add and**

**change information where required. It’s always good to include a photograph**

**of the individual or team for that personalised touch**

**Sample Letter 1: Requesting Sponsorship for T-Shirts**

Subject: Help Us Make a Difference – Sponsor Our Team’s T-Shirts!

Dear [Potential Sponsor Name],

As part of our commitment to making a real impact in the community, we are excited to announce that our charity, [Charity Name], is participating in The ABI Games™ 2025 in collaboration with Headway Worcestershire.

The ABI Games™ 2025 is a platform to showcase the amazing abilities of our Acquired Brain Injury(ABI) community in the United Kingdom. After surviving a life-changing acquired brain injury, individuals are affected in very different and unique ways depending on where in the brain the injury happened. They often feel they have lost who they were, the relationships they once had with families and friends, their independence, their careers, financial stability, and confidence, their life is thrown into chaos and there is fear of the unknown. We are reaching out to ask for your support in helping us get t-shirts for our participating team members.

By sponsoring our t-shirts, your business will receive:

* Brand visibility: Your logo will be prominently displayed on all of our team’s shirts, seen by event participants, volunteers, and the public.
* Community engagement: Show your support for local charities and make a lasting impact.
* Marketing exposure: We will acknowledge your contribution on social media, our website, and at the event.
* Sponsoring the t-shirts will cover the cost of producing them, and you can choose the position of your logo on the shirt. We would be delighted to provide further details, including a sponsorship package to match your goals.

Thank you in advance for your consideration. Your support will make a tremendous difference in helping us reach our fundraising goals!

Warm regards,

[Your Name]

[Your Title]

[Your Charity Name]

[Contact Information]

**Sample Letter 2: Getting Clients to Raise Their Own Sponsorship Money**

Subject: Join Our Fundraising Effort – Raise Sponsorship Money and Make a

Difference!

Dear [Client’s Name],

We are thrilled to invite you to participate in the ABI Games™ 2025 in collaboration with Headway Worcestershire.

The ABI Games™ 2025 is a platform for you to showcase your amazing abilities together with our ABI community in the United Kingdom. After surviving yourlife-changing acquired brain injury, you will have been affected in a unique way depending on where your brain injury happened. You may feel that you have lost who you were, your relationships with friends and family may be different, as well as your confidence levels, which we understand fully and are here to support you through this time. This is one of the reasons that we have asked you to consider being part of the fantastic ABI Games™.

This is where you can play a significant role in helping us raise funds for [Charity Name]. By joining in and raising your own sponsorship money, you will be making a meaningful impact on the lives of our ABI Community, here in [Add your community].

**How to Raise Sponsorship:**

* Set a Goal: Whether it’s £100 or £1,000, every contribution makes a difference.
* Tell Your Story: Share why this cause matters to you with friends, family, and colleagues.
* Use Social Media: Post on social media to spread the word and ask for support.
* Create a Fundraising Page: Use platforms like JustGiving or GoFundMe to easily collect donations. Ask for Donations: A personal ask to your network often yields great results.

Every donation you raise will support our ABI community and we’re grateful for your commitment.

Thank you so much for considering getting involved, together, we can achieve great things!

Warm regards,

[Your Name]

Your Title]

[Your Charity Name]

[Contact Information

**Sample Letter 3: Requesting Support from Local Businesses**

Subject: Support Our Fundraising Event – Partner with [Charity Name]

Dear [Business Name],

We are reaching out on behalf of [Charity Name] as we prepare for a major fundraising event, The ABI Games™ 2025 in partnership with Headway Worcestershire. We are asking for your support in helping us make this day a success and raise critical funds for our mission.

The ABI Games™ is a platform to showcase the amazing abilities of our ABI (Acquired Brain Injury) community in the United Kingdom. After surviving a lifechanging acquired brain injury, individuals are affected in very different and unique ways depending on where in the brain the injury happened. They often feel they have lost who they were, the relationships they once had with families and friends, their independence, their careers, financial stability, and confidence, their life is thrown into chaos and there is fear of the unknown.

How You Can Help:

* Sponsorship: Your business can sponsor part of the event and receive visibility through either sponsoring a game, t-shirts, transport, and promotional materials.
* In-Kind Donations: We welcome donations of products or services for prizes, raffles, or giveaways, helping to boost our fundraising efforts.
* Fundraising: Encourage your employees to participate in fundraising for The ABI Games™ 2025 and help raise funds – it’s a great way to build team morale and contribute to a worthy cause.

Your support will make a significant impact on our ability to continue providing vital services to those who need it most. In return, we will ensure your business is prominently recognised before, during, and after the event.

Please let us know if you would like to learn more about how you can get involved. We would love to discuss partnership opportunities further.

Thank you for considering this opportunity to support our charity and the

community.

Warm regards,

[Your Name]

[Your Title]

[Your Charity Name]

[Contact Information