[*Date*]

Dear [*Name*],

We are hosting a [*Type of event*] to benefit the V Foundation for Cancer Research on [*Date*] at [*Location*]. We would like to meet with you in the coming weeks to discuss potential sponsorship opportunities for [*Company*]. We believe that supporting our event will give [*Company*] the opportunity to be a strong corporate citizen in our local community while also accessing a desirable target market.

The V Foundation was founded in 1993 by ESPN and the late Jim Valvano, legendary NC State basketball coach and ESPN commentator. When Jim was diagnosed with cancer at the young age of 46, his passion, courage, and relentless pursuit of a cure inspired millions. Jim successfully set into motion an organization that funds cutting-edge cancer research to ensure that one day we will declare Victory Over Cancer®. With Jim’s inspiring words in mind— “Don’t Give Up…Don’t Ever Give Up”®— the V Foundation is carrying out his vision for the future.

Like Jim, I believe that one day the V Foundation will declare Victory Over Cancer®, and we would like to work with [*Company*] to help make that happen. I will follow up with you by [*phone/email*] later this week to set up a time for us to meet. In the meantime, I can be reached at [*phone number*] or [*email address*] if you have any questions.

Thank you in advance for your support. Together, we can defeat cancer.

Sincerely,

*[Your Name]*

*[Your Contact Info]*