



{Date}

{Business Name}

{Contact}

{Address}

{City, State, Zip}

Dear {Business Owner/CEO},

Founded in 2010, Eagle County Gives is a coalition of more than 50 Vail Valley nonprofits dedicated to strengthening the collaboration, fundraising capacity, and awareness of the nonprofit sector that enhances the quality of life in Eagle County. Together, we strive to increase the awareness of our collective impact and have banded together to increase total local donations on Colorado Gives Day, a statewide movement of 24-hours of online giving, and year-round. This year Colorado Gives Day is Tuesday, December 4, 2018.

I am volunteering on the Strategic Partnerships committee for Eagle County Gives. We hope to raise \$20,000 through corporate partnerships. Funds raised through community sponsorships support marketing efforts, allowing us to drive donations to our nonprofits on Colorado Gives Day.

In 2017, nearly \$1 Million was raised collectively by the 48 nonprofits in the collaborative on Colorado Gives Day. Overall our marketing efforts resulted in thousands of media impressions through website views and social media posts and ads, print advertising, email communications, variable message board use, bus ads, and movie theater graphics as well as local radio and tv spots. In 2017, we saw over 1,100 views to our website, from September 1, 2017 – December 15, 2017, and more than 26,000 impressions on Facebook. In print, we had a robust advertising package over the course of several weeks in the Vail Daily which has a circulation of 37,000. Our volunteers logged 150 hours placing 500 posters, participated in town proclamations, greeted commuters at honk and waves, and distributed marketing collateral at local grocery stores.

This tremendous marketing effort would not have been possible without the financial support from local businesses like yours. This year, your business will have an opportunity to reach unique audiences through our channels. At varying levels of community support, you will be eligible to be a part of our print media, social media and tv/radio campaigns. We are happy to work with you to come up with a sponsorship level and promotion that fits your business goals.

Please don't hesitate to contact me with any questions or should you need additional information. Thank you for your consideration of supporting this collaborative effort!

Sincerely,

{Name}

{Organization}

{Email}

{Phone}