**Sample Appeal Letter for Corporate Sponsorship**

(modify accordingly)

**[send on official Special Olympics West Virginia letterhead with your county’s name/logo**

**Contact SOWV for your County’s logo]**

July 30, XXXX

Mr. John Smith

Bob’s House of Antiques

123 Main Street

Anytown, WV 255xx

Dear Mr. Smith,

Special Olympics West Virginia XYZ County serves more than 400 school-aged children as well as more than 150 adults in our community. As a result of tremendous interest from families and area schools, we are continuing to grow by leaps and bounds! In order to fund this ever-increasing number of athletes, we are seeking additional support from local businesses.

On behalf of nearly 1,100 athletes who benefit each year from Special Olympics West Virginia XYZ County, I invite (COMPANY NAME) to make a gift of $500 (LIST SPECIFIC AMOUNT) to sponsor one of our local sports teams.

Enclosed, please find a list of the benefits you will receive for supporting Special Olympics. Your gift will be used to pay for equipment, uniforms, traveling expenses (food, lodging and transportation), and facility rentals. **Since athletes are never charged a fee to train or compete, your support is greatly needed.**

Special Olympics is the world’s largest sports program for people with intellectual disabilities. Persons with intellectual disabilities involved in Special Olympics North Carolina participate as athletes, coaches, officials, speakers, staff, and volunteers. Thousands of people with intellectual disabilities have gained respect and acceptance through Special Olympics by having the opportunity to develop physical fitness, demonstrate courage, experience joy and share their unique talents with family, friends, and the community.

I hope Special Olympics West Virginia XYZ County can partner with (COMPANY NAME) this year. Your gift will help make the dreams and goals of hundreds of local athletes come true.

Sincerely,

Jane Smith, Local Coordinator

Special Olympics West Virginia XYZ County   
(XXX) XXX-XXXX