

Sample Personalized Sponsorship Letter Used by UK Delegation in 2008



PATRONS

NATO

Secretary General HE Jaap de Hoop Scheffer
Chairman of The Military Committee of NATO Admiral Giampaolo Di Paola

UK

Vice Admiral Sir Anthony Dymock KBE CB
United Kingdom Military Representative
HQ NATO
BFPO 49

The Managing Director
Pimms
Office 30
78 Marylebone High Street
LONDON W1U 5AP

September 2008

I am writing on behalf of Lady Dymock, the UK Bazaar Chairwoman, to ask if you would be generous enough to support the UK contingent at the NATO Headquarters here in Brussels, with a contribution to the annual NATO Wives Charity Bazaar. The Bazaar will take place this year on the 16th November and is sponsored by 30 Nations - the 26 NATO members plus the partners from Austria, Finland, Sweden and Switzerland. This is an extremely popular event; last year over 6000 people attended. The entire proceeds from the Bazaar are donated to international and Belgian charities and last year the sum of €158,000 was raised.

Each country runs a stall promoting and selling national products. Other nations are lucky enough to be well supported by their national businesses and that is why we would be SO grateful for your support! On the British stand we sell a selection of high quality, donated British goods. Our aim is to offer items that are both popular with international customers and portray the image of the United Kingdom. It would be brilliant, therefore, if you could contribute in any way towards the goods we sell and of course it would be a pleasure to promote your company throughout the event.

Pimms has proven to be a great success at both the official functions hosted by the UK Delegation and at various private functions that we have held. Its classic English style is much appreciated by those who taste it, and despite the poor Belgian summer, we have kept the Union flag flying and Pimms well to the fore! Being such an iconic British product, feedback suggests that it would be much sought after by our international colleagues, thus providing an excellent way of raising funds and giving you a further superb marketing opportunity!

I very much hope that you will be able to help us. The NATO Bazaar is an important event which promotes a warm spirit of co-operation between the nations and which, through the money it raises, supports many wonderful and worthwhile projects. If you are willing to assist us, please could you send any donation to:

Mrs Hilary Thorn
c/o Brigadier J W R Thorn CBE
UK MILREP
HQ NATO
BFPO 49