

## **Sponsorship Request Letter – from CovertheUninsured.org**

This is an example letter to approach businesses for sponsorship. Please feel free to adapt letter to your purposes and shorten as necessary. Businesses are busy so you do not want to inundate them with information. Ultimately, you just want them to show interest and you can provide more information in a face-to-face meeting.

[insert date]

Dear [Insert contact's name],

This letter outlines how [COMPANY] and [ORGANIZATION] might work together for the [NAME OF EVENT OR CAMPAIGN]. We would like to develop a partnership between [COMPANY] and [ORGANIZATION] to help enroll uninsured children and families in available low-cost and free health care coverage through Illinois' All Kids. We would also like to recognize [COMPANY] publicly for its leadership on this important issue.

### **ENROLLING KIDS AND FAMILIES IN ALL KIDS: A PERFECT FIT FOR [COMPANY]**

There are more than 200,000 uninsured children in the state of Illinois. In Illinois we have the opportunity to provide every child with health insurance through Illinois' All Kids program, which provides low-cost or free health insurance so children can get the care they need.

This campaign fits perfectly with [COMPANY]'s community relations mission. [COMPANY] plays a significant role in the lives of many American families. As a leader [INSERT LANGUAGE ABOUT UNIQUE NATURE OF COMPANY/COMMUNITY RELATIONS MISSION], [COMPANY] is in a unique position to connect eligible uninsured children to the health care coverage they need.

In [MONTH], the [NAME OF ORGANIZATION] will launch their [NAME OF EVENT]. [NAME OF ORGANIZATION] and their partners will reach out to families whose children are uninsured and encourage them to enroll their children in All Kids. Campaigns of this nature can reach thousands of children and get them enrolled so they can get check-ups and the care they need.

### **HOW [COMPANY] CAN GET INVOLVED**

Organizations, businesses and institutions throughout our community are using their communication and marketing channels to promote the availability All Kids. [LIST EXAMPLES OF SUPPORTERS IF YOU KNOW THEM] are participating in our [NAME OF CAMPAIGN/EVENT].

[ORGANIZATION] would like to explore ways to collaborate with [COMPANY]. Ideally, [COMPANY] will reach out to its customers and inform them of our effort. We have found that if parents repeatedly see and hear messages through multiple communication channels during the course of their day-to-day lives, they are more likely to act to get their uninsured children enrolled. Following are some ways that [COMPANY] can participate in the campaign:

#### ***[NOTE: SUGGESTIONS SHOULD BE ADAPTED FOR EACH COMPANY]***

- **Consumer E-mail Newsletter** – [COMPANY] can include an article about the importance of health care coverage, the availability of low-cost and free coverage for children through All Kids and [NAME OF CAMPAIGN] in its consumer e-mail newsletter or other company newsletter. A template article can be provided by [ORGANIZATION].
- **Point-of-Purchase Display** – [COMPANY] can promote the importance of health care coverage for kids and [NAME OF THE CAMPAIGN] at cash registers and checkout counters, and encourage

parents to call 1 (866) ALL KIDS or visit [www.allkids.com](http://www.allkids.com) to find out how to enroll their children. [ORGANIZATION] can provide template materials that can be customized for display.

- **Product Packaging** – [COMPANY] can add a banner or text providing information about low-cost and free health care coverage and the All Kids number (1-866-ALL KIDS) and website ([www.allkids.com](http://www.allkids.com)) and the [NAME OF CAMPAIGN] on or in product packaging. [ORGANIZATION] can provide examples of how other companies have done this in the past.
- **Fliers** – [COMPANY] can distribute fliers with information about the [NAME OF THE CAMPAIGN]. [ORGANIZATION] can provide a customizable flier template.
- **Capitalizing on Existing Community Work** – [COMPANY] already sponsors [ADD SPECIFIC INFORMATION]. Because these are established corporate commitments with working relationships in place, [COMPANY] may be able to incorporate health care coverage awareness and outreach activities with an existing sponsorship or program.
- **Leveraging Advertising** – Each year, [COMPANY] invests in print, radio and television advertising. Your commitment to the health and well-being of your employees, customers and their children could be leveraged through an existing advertising buy. [COMPANY] could agree to add a line promoting health care coverage programs and the national toll-free hotline number to an existing ad.
- **Serve as an Enrollment Location** – [COMPANY] can offer their space as an enrollment location for families during the [NAME OF CAMPAIGN/EVENT].
- **Web Site Promotions** – [COMPANY] can post a Web banner and/or information about All Kids and [NAME OF CAMPAIGN/EVENT]. [ORGANIZATION] can provide a template Web banner or language for the Web site.

[ORGANIZATION] will collaborate with [COMPANY] to build a partnership that works. We will also recognize the work and support of [COMPANY] in our press materials, on our Web site and at our events, including the [STATE] launch event. As we determine the details of our partnership with [COMPANY], we will also discuss the various and appropriate ways that we can publicly recognize [COMPANY]'s participation. Our organization can serve as a resource for your company throughout this partnership.

We look forward to discussing these and other potential partnership opportunities with you at your earliest convenience. We will call you to follow up in the next few days. If you have any questions, please feel free to contact [NAME] at [TELEPHONE NUMBER] or [E-MAIL].