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SPONSORSHIP SOLICITATION LETTER

This letter was written by Jen Viano for Angels of Hope to help solicit a one-of-a-kind sponsorship opportunity for their premier special event, A Night of Hope.

December 7, 2012

Mr. Daniel Loepp
Blue Cross Blue Shield of Michigan
600 East Lafayette #2001
Detroit, MI 48226



Dear Dan,

At Angels of Hope, we help Michigan kids and families rebuild their lives after a cancer diagnosis. And we also help businesses like Blue Cross Blue Shield of Michigan build their brands and bottom lines.

Today my friend Matt Simoncini, Lear Corporation CEO, and I invite you to **unseat Lear as the Premier Sponsor** of our signature event “**A Night of Hope**” on Saturday, March 23, 2013 at The Palazzo Grande. This is an opportunity to build your business and make Matt happy by dethroning him as our lead sponsor.

Allow me to explain all of the exciting details!

Lear has a deep passion and commitment to our work and they've generously given \$25,000 as our Premier Sponsor. But, they'd rather see another pillar in our community like Blue Cross Blue Shield step up, give more and get all the benefits.

And the big list of benefits we're offering will help you boost sales, bolster awareness, build stronger customer relationships, engage with new prospects, increase exposure to your marketing messages and much more.

The team at Angels of Hope knows that a business like Blue Cross Blue Shield needs to achieve bottom line-building results through its sponsorship. But, I think you'll agree that one of the most important things your support will do is this:

It will give help and hope to kids and families in Michigan who've been physically, emotionally and financially devastated by cancer.

So, Dan, can we count you in?

For any amount over \$25k, the Premier Sponsorship is yours.

We kindly suggest a minimum upping of the ante to \$30k and would love to see our new Premier Sponsor come in at \$35k or more. But, we'll entertain any offer over \$25k.

Attached you'll find more details about Angels of Hope, "A Night of Hope," sponsor benefits and a commitment form.

To take full advantage of all pre-event promotion and marketing—and to help us plan effectively—I encourage your commitment by December 30, 2012. And, when you commit by that date, we'll take 10% off the sponsorship fee.

I'll contact you via phone on Monday, December 10 to follow up. In the meantime, please feel free to contact me at rsanderson@angelssofhope.org or 586.291.9496. Thank you so much for considering this one-of-a-kind support opportunity.

With high hopes,

Robin

Robin K. Sanderson
Director, Angels of Hope

PS: You can be confident that your support will be used for maximum benefit to the families we serve—**over 90% of funds we raise go directly to rebuilding lives** with rent/mortgage assistance, groceries, utility payments, gas cards and more.

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