



Getting Sponsorship for your Big Draw Festival event

When organising your event as part of The Big Draw Festival, you may want to consider whether a local business or individual would like to sponsor it.

This could be through a donation for materials and promotion, or support in kind, such as the framing of works.

Here we have provided a sample sponsorship letter and 10 top tips to help you find further support for your event.

We recommend that you don't copy it word for word but take a look and see how you can tailor it to your organisation, your event and your community.

10 top tips

1. Find the key contact person
2. Type the letter, proof read it and print on good quality paper
3. Be polite and clear about what you're asking for
4. Don't be too demanding
5. Explain why you are contacting this particular company
6. Follow up at least 7 days after initial contact
7. Include a simple sponsorship form for them to return

8. Include promotional materials
9. Include contact details
10. Say thank you

Sample Sponsorship Letter

[Insert date]

[Insert name]

[Insert address]

Dear [insert name of key contact],

I am writing to you on behalf of [insert the name of your organisation], concerning a sponsorship opportunity for an event taking place in [insert location / your local community]. This October, we will be hosting [insert name of event] as part of the world's biggest drawing festival, which this year celebrates the theme: Living Lines: An Animated Big Draw Festival

I know that [insert company name] has a mission to support the [local arts etc.] community, which is why we thought that you may be interested in this opportunity to provide [insert details of your participants e.g. young families / isolated members of the local community etc.] with a unique and creative way to be part of this global festival. In addition to benefiting from brand association, a national marketing campaign, and The Big Draw's digital reach (50K + followers) all official event organisers are eligible to enter The Big Draw Awards, which means that sponsors may also benefit from further press coverage after the festival itself.

Since launching in 2000, organisers of The Big Draw Festival have helped us to encourage over 4 million people back to the drawing board, in over 25 countries around the world. The festival aims to help people to express themselves through the universal language of drawing and to promote visual literacy.

You can read more about The Big Draw Festival here: www.thebigdraw.org

[insert short description of your event and any benefits]

[insert request, including different options e.g. Add your logo to our website for £50]

Thank you for taking the time to read about this opportunity. If you would like any further

information please do not hesitate to get in contact with [\[insert contact details\]](#).

I look forward to hearing from you.

Best wishes,

[\[insert your name\]](#)