

First Approach Letter to CEO/General Manager of Sports Team

details for sample purpose only

DATE

Dear *NAME*:

The *TEAM NAME* have a reputation for community involvement and generous charitable giving. We salute you for making a difference in our community, and we want to partner with you this year by painting the rink pink!

Pink Pucks. Pink Laces. Pink Jerseys. Pink Helmets. Pink Cadillacs ... and more.

Let's think pink to benefit The Mary Kay Ash Charitable Foundation!

The Foundation was created in Canada in 2001 with a two-fold purpose: to assist women dealing with cancer and its appearance-related side effects and to help prevent domestic violence. Since then, it has awarded nearly over \$836,000 to shelters and programs addressing domestic violence and \$377,000 to help women going through cancer treatment throughout Canada.

Last year, the Foundation donated almost \$164,000 to both women's cancer support programs and domestic violence. From every dollar raised, 97 cents goes directly to these two important causes.

Let's think pink to pack the rink!

With more than *NUMBER* of Mary Kay Independent Beauty Consultants in our area and *NUMBER* of customers, we could potentially sell more than *NUMBER* tickets. This is why a fundraiser with The Mary Kay Ash Charitable Foundation is different from most. We have the numbers to potentially make this night the biggest event of your season!

We want to work with you to make this happen.

Let's think pink!

NAME

EVENT POSITION (such as Contribution Coordinator, etc.)

PHONE NUMBER

EMAIL