**Sponsorship Ask: Initial Outreach**

**Subject:** Support Grieving Children by Sponsoring *Light the Night* on 5/29 at Aqua Turf

Hello,

I’m reaching out to see if [Company Name] would consider sponsoring **Empower’s 2025 *Light the Night***on Thursday, May 29th at Aqua Turf in Southington. Hosted by NBC’s Bob Maxon, this special evening unites our community for meaningful conversations and inspiring stories of love and resilience from those touched by [Empower’](http://www.weareempower.org)s work.

A highlight will be our **Luminaria✨** display, where personalized bags glow brightly in the gardens, offering a heartfelt tribute to loved ones. Guests are invited to stroll through the gardens and experience this inspiring reminder of love, connection, and remembrance.

As a sponsor, your organization will be aligned with a nonprofit dedicated to fostering resilience, hope, and healing. Empower connects grieving children nationwide through events and gatherings and provides one-of-a-kind mentoring programs offering guidance and ongoing support.

**Sponsorship benefits include:**

* Extensive brand exposure
* Speaking opportunities at events
* Inclusion in all media and communications
* And more!

Your donation is fully tax-deductible, and we will provide an acknowledgment letter for your contribution. Additionally, since our board covers event costs, 100% of your sponsorship will directly fund Empower’s impactful programs. I’ve attached a brochure detailing sponsorship tiers, exclusive opportunities, and benefits for your review.

We’d be honored to partner with you for this meaningful initiative. Could we schedule a **Zoom meeting next week** to discuss how we can collaborate to make a lasting impact?

Thank you for considering this opportunity to support grieving children in need.

With Gratitude,

[Name]

**Sponsorship Ask: Renewal**

**Subject:** Partner with Us Again for Empower’s Light the Night

[Name]

I hope this finds you both well! I want to begin by sincerely thanking you for Company Name’s generous support of Empower last year. Your donation made a real difference in Connecticut—enabling us to match more children of parent loss with mentors and host additional community events that help them feel less alone in their grief.

I’m writing to invite Company Name to once again be a Visionary Sponsor for our annual **Light the Night** event on May 29th at The Aqua Turf Club in Southington, CT. Hosted by NBC’s Bob Maxon, this special evening unites our community for meaningful conversations and inspiring stories of love and resilience from those touched by Empower’s work.

A highlight will be our **Luminaria✨** display, where personalized bags glow brightly in the gardens, offering a heartfelt tribute to loved ones. Guests are invited to stroll through the gardens and experience this inspiring reminder of love, connection, and remembrance.

Your donation is fully tax-deductible, and we will provide an acknowledgment letter for your contribution. Additionally, since our board covers all event costs, 100% of your sponsorship will directly fund Empower’s programs. I’ve attached a brochure detailing sponsorship tiers, exclusive opportunities, and benefits for your review.

It would mean so much to partner with you again for this impactful cause. If you’d like to discuss further, I’d be happy to arrange a Zoom meeting at your convenience. Thank you for considering this chance to support grieving children in our community.

With gratitude,

[Name]