



SAMPLE NEW SPONSORSHIP REQUEST LETTER

[DATE]

Dear [NAME],

[CHILD'S NAME] was a happy and healthy child. At the age of [AGE], [CHILD'S NAME] went to sleep and never woke up. We still do not know why.

Sudden Unexplained Death in Childhood (SUDC) is a category of death in children between the ages of 1 and 18 that remains unexplained after a thorough investigation, including an autopsy. Most often, a seemingly healthy child goes to sleep and never wakes up. At this time, we do not know what causes SUDC, how to predict it or how to prevent it.

Soon after our loss, we learned of the SUDC Foundation. The SUDC Foundation is the only organization worldwide whose purpose is to promote awareness, advocate for research and support those affected by SUDC. Being part of a community of others who have experienced SUDC helped us not feel so alone. And the SUDC Foundation provides all services at no cost to the people it serves. While the SUDC Foundation is making progress, much work remains ahead.

We have created this event in memory of [CHILD'S NAME] to raise awareness of SUDC and help bring about a world without SUDC so no family must go through what we have. The (first..second..third..etc.) annual [NAME OF EVENT] will take place on [DATE] at [TIME] at [LOCATION]. It will include [BRIEF DESCRIPTION OF EVENT].

We're now asking for assistance in the form of sponsorships from organizations such as yours. Your generosity will play an instrumental role in minimizing this tragedy. Any gift you make is greatly appreciate and is tax-deductible to the extent allowable by law. I have enclosed information on sponsorship opportunities with this letter.

Thank you in advance for your gift. Please feel free to contact me at [CONTACT INFORMATION] to learn more about getting involved. You can also visit our website at [WEBSITE] or the SUDC Foundation at www.sudc.org for more information.

Sincerely,
Family Name
In Memory of our angel [CHILD'S NAME]

If you have any questions or need any help planning your event, please contact the Ambassador Program Coordinator at ambassadorprogram@sudc.org.