

[Date]

Dear [NAME],

I am reaching out to share our family's story and to invite your business to become a sponsor for an important community event that supports a cause close to our hearts.

Our child, [CHILD'S NAME], was a happy, healthy child, full of life and promise who tragically, at the age of [AGE], went to sleep one night and never woke up. Despite extensive medical investigations, we still do not have answers. Our family's loss is part of a larger, devastating occurrence called Sudden Unexplained Death in Childhood (SUDC) which affects children over the age of 12 months. In the wake of our loss, we found invaluable support from the SUDC Foundation, the only global organization dedicated to raising awareness, funding research, and providing support to families affected by SUDC. They have made significant strides, but much work remains to be done.

To honor the memory of [CHILD'S NAME] and raise awareness about SUDC, we are hosting the [first/second/third/etc.] annual [NAME OF EVENT]. The event will take place on [DATE] at [TIME] at [LOCATION], and will feature [brief description of the event]. We are reaching out to businesses like yours to request sponsorship for this important event, and we would be honored to have [BUSINESS NAME] as a partner.

As a sponsor, your business will have the unique opportunity to:

Demonstrate Community Support: Sponsoring this event shows that your business cares about the well-being of children and families in our community and is dedicated to supporting a cause that affects so many.

Increase Brand Visibility: Your company will be prominently featured in appropriate event related marketing materials, which may include event signage, flyers, social media promotions, and local press releases.

Engage with Participants: Depending on your sponsorship level, your company will have the opportunity to engage directly with event participants, whether through a table set up at the event or by having your materials distributed to participants.

Tax-Deductible Contribution: The SUDC Foundation is a 501c3 organization. Your sponsorship is tax-deductible to the extent permitted by law, making it a financially beneficial way to support a meaningful cause.

Your support will directly contribute to raising awareness, funding critical research, and helping us move closer to a future where no family has to endure the pain of losing a child to SUDC.

Please find enclosed more information on sponsorship opportunities and the benefits your business will receive. We would be deeply grateful for any contribution you can make to this important cause. If you have any questions or would like to discuss sponsorship options in more detail, please feel free to contact me at [CONTACT INFORMATION].

Thank you for considering this meaningful opportunity to support the SUDC Foundation and our community, while honoring [CHILD'S NAME]'s memory. You can also visit the event page at [WEBSITE] for further details. For more information on the work of the SUDC Foundation please visit sudc.org.

With heartfelt gratitude,
[YOUR NAME]
[CONTACT INFORMATION]

SPONSORSHIP OPPORTUNITIES

Pillar of Strength Sponsor - \$1,000 or more

- **Logo Placement:** Your logo will be prominently featured on all event materials, including printed items, signage, advertising, promotions, and T-shirts.
- **Event Signage:** Your company's custom signage/banner (provided by you) will be displayed in a prime location at the event.
- **Social Media Highlight:** A dedicated post acknowledging your sponsorship will be shared on event social media platforms before and after the event.
- **Event-Day Recognition:** Special mention during key event-day announcements.
- **On-Site Presence:** A premium space will be reserved for you to set up and distribute corporate materials or promotional items.
- **Complimentary Event Registration:** 4 complimentary event entries.

Champion Sponsor - \$500

- **Logo Placement:** Your logo will appear on event signage, T-shirts, and promotional materials.
- **Event Signage:** Your company's custom signage/banner (provided by you) will be displayed at the event.
- **Social Media Acknowledgement:** A thank-you post will be shared on event social media platforms before and after the event.
- **Complimentary Event Registration:** 2 complimentary event entries.

Advocate Sponsor - \$250

- **Logo Placement:** Your logo will be featured on event signage and T-shirts.

Custom Donation -

- If you would like to support the event without committing to a formal sponsorship level, you can make a one-time donation.

In-Kind Donation -

- Contribution of items or services for the event, ie. food, drinks, face-painting, balloon-making, etc.

SPONSORSHIP PAYMENT FORM

SPONSOR INFORMATION: The donor/company name will appear exactly as listed below.

Name of Donor/Company: _____	
Contact Person/Title: _____	
Address/City/State: _____	
Zip: _____	Phone: _____
E-mail: _____	Website: _____

SPONSORSHIP LEVELS: Please indicate your level of support.

Pillar of Strength Sponsor - \$1,000 or more

Champion Sponsor - \$500

Advocate Sponsor - \$250

Custom Donation - Please indicate your desired donation amount: \$ _____

In-Kind Donation - Item Description:

Estimated Value: \$ _____

Sponsorship Payment Information: Payment can be made online at www.sudc.org/donate

or make a check payable to the SUDC Foundation.

The SUDC Foundation is a registered 501(c)(3) in the U.S. and can be referenced under Federal Tax Identification number 46-5008779. We recommend that you consult with your personal tax advisor in determining the amount of your sponsorship that may be tax deductible for federal income tax purposes.

Email this completed form to:

development@sudc.org

or

Mail this completed form to:

THE SUDC Foundation

101 Eisenhower Parkway

Roseland, NJ 07068