Dear [INSERT NAME],

Mothers. Fathers. Brothers. Sisters. Grandparents. Uncles and aunts. Friends. Coworkers. Cancer affects the lives of so many people close to us. In fact, 1.6 million people in the US will be newly diagnosed with cancer this year alone.

It is a staggering statistic. But there is hope.

This year, more than [INSERT NUMBER] people in [INSERT STATE/REGION/CITY/COMMUNITY] will come together to fight back against cancer through the American Cancer Society Relay For Life movement, the world’s largest and most impactful fundraising event to end cancer. Dollars raised help the American Cancer Society save lives by supporting education and prevention efforts, funding groundbreaking cancer research, and providing free information and services for people with cancer who need them.

As a vital part of our community, we are asking for you to join us in our fight by becoming a Relay For Life sponsor. Your sponsorship will help the American Cancer Society save lives faster and allow your business to connect with community members in new and meaningful ways. There are many benefits - from brand recognition to increased employee morale when you engage them in your local Relay For Life event.

Cancer touches so many people in our community. The Relay For Life movement presents a great opportunity to celebrate people who have battled cancer, remember loved ones lost, and take action to finish the fight once and for all.

Enclosed you will find information about sponsorship opportunities for the Relay For Life of [INSERT STATE/REGION/CITY/COMMUNITY]. We hope you will join us as a sponsor in 2015.

Together, we will finish this fight!

[INSERT NAME]

[INSERT TITLE]