

First Approach Letter to CEO/General Manager of Sports Team
details for sample purpose only

DATE

Dear NAME:

The Texas Rangers 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 park pink!

Pink Balls. Pink Bats. Pink Jerseys. Pink Ball Caps. Pink Cadillacs ... and more.

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

The Foundation was created in 1996 with a two-fold purpose: to fund research of cancers affecting women and help prevent domestic violence. Since then, it has awarded nearly \$18 million to shelters and programs addressing domestic violence and \$11.7 million to cancer researchers and related causes throughout the United States.

Last year, the Foundation donated \$5.4 million to both women's cancer research and domestic violence. From every dollar raised, 97 cents goes directly to these two important causes.

One in three women will be diagnosed with some form of cancer during her lifetime. The good news is that women's cancer death rates are going down thanks to early detection and medical advances made possible by charities like The Mary Kay Foundation.

Let's think pink to pack the park!

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 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