

## Proposal Brief-Prototype

	Date
	Contact Title Company Address City, State, Zip
	Dear Sponsor Contact:
	I am contacting you at the suggestion of ( <i>specify</i> ) regarding an incredible sponsorship opportunity for ( <i>Company</i> ).
<b>Opportunity</b>	Next summer, we are launching a food and wine festival tour in eight U.S. markets. Each event on the tour will run for three days and include a gourmet expo, wine auction, cooking classes with famous chefs and house tours of the area's best wine cellars and kitchens.
<b>Audience Information</b>	The prototype event in Charleston, S.C., earlier this year drew 55,000 attendees and the participation of 38 area restaurants. It was cosponsored by the S.C. convention bureau and marketed as a tourist attraction. It drew an affluent audience—average annual HHI was \$145,000. Some 20 percent of the attendees traveled to Charleston for the festival by air. It exceeded expectations on all fronts, drawing almost twice as many attendees, exhibitors (130) and restaurants (38) than we expected.
<b>Benefits</b>	We invite ( <i>Company</i> ) to be the exclusive credit card of the 2005 Tour. In addition to being the only credit card accepted for festival tickets, exhibit booth rentals, auction and merchandise sales, we will also provide incentives for attendees to use their ( <i>Company</i> ) card when making hotel and airline reservations.
<b>Activation Ideas</b>	Sponsorship benefits such as tickets and hospitality may be used by member banks to drive new accounts. ( <i>Company</i> ) can also award festival benefits to merchants for use in promotions that increase card usage.
<b>Call for Action</b>	We hope to have the opportunity to share our full presentation with you in the near future. I will contact you on ( <i>specify day and date</i> ) to determine if a meeting is warranted. In the meantime, please do not hesitate to contact me at ( <i>telephone number</i> ) with any questions.
	Warmest regards,
	Name Title
	Enclosure