

RETAIL FOOD & PHARMACY  
**HEALTH & WELLNESS**  
OPPORTUNITIES ACROSS THE STORE

**Letter/Invitation to a Potential Sponsor/Partner**

The purpose of this letter is to invite a dialogue between you and a potential partner. Prior to contacting any companies, meet with your category and store managers to discuss potential partners since they may already have contacts within the company that can be tapped. In addition, they will have valuable insights about whom to approach and what to consider. You might want to have them co-sign your letters with you or ask them to reach out to their contacts in advance to facilitate the letter's reception and consideration.

Dear [CONTACT NAME]:

[STORE NAME] is committed to the health and wellness of its [# of CUSTOMERS] in [# OF STATES]. To (make it easier for our customer's to make healthier lifestyle choices,) meet our customer's requests for information about [TOPIC/ISSUE]; [STORE NAME] is going to offer [PROGRAM NAME]. Each month/quarter, [DESCRIBE PROGRAM: *what information/classes or services you will be offering over what timeframe, etc. Include details like the target audience, the expected outreach, and the potential benefits to customers (information, knowledge, convenience, etc), as well as to the vendor and store (sales, corporate image, loyalty, etc).*]

I/we are contacting you as a valued vendor of [PRODUCT NAME(s)] to explore your interest in becoming a [SPONSOR, SUPPORTER, CONTRIBUTOR] to [PROGRAM NAME]. We are interested in meeting with you to further discuss our program. If you were to become a [SPONSOR], [STORE NAME] has a number of benefits that might interest you. For example, all vendors who support [PROGRAM NAME] will be mentioned by name in our [ADVERTISING, PRINTED ON PROMOTIONAL MATERIALS, IN STORE RADIO BROADCASTS, STORE FLIERS, WEEKLY NEWSPAPER ADS, ETC]\*.

As a valued vendor of [PRODUCT NAME(s)], your participation as a sponsor of [PROGRAM NAME] will help us reach customers with [INFORMATION/SERVICE], meeting a need that they have requested.

We encourage you to consider meeting further with us to discuss [PROGRAM NAME].

Sincerely,

NAME

TITLE

CONTACT INFO