**Sponsorship Letter Template**

[Date]

[Name]

[Company]

[Address]

[City], [State] [Zip Code]

Dear [CONTACT]:

We are writing to ask your help in spreading the news about a great opportunity- one that will benefit you and many others. National Alternative Fuel Vehicle (AFV) Day Odyssey is a biennial nationwide event coordinated by the National Alternative Fuels Training Consortium (NAFTC) at West Virginia University and dedicated to promoting the use of alternative fuel vehicles (AFVs) and advanced technology vehicles. Odyssey educates the country about ways to be free from dependence on foreign oil and motivates individuals to take steps toward energy independence.

Thanks to continued support from the U.S. Department of Energy (DOE), including the Clean Cities Program, and at the request of the numerous individuals, partners, and sponsors who have participated in past Odyssey events, we are conducting the ten year anniversary installment of National AFV Day Odyssey on **DATE**. With thousands of participants across the nation, this will be the day that many Americans realize the importance of the alternative fuel industry. National AFV Day Odyssey has been an overwhelming success ever since it was instituted in 2002 by the NAFTC.

Being an Odyssey sponsor has many benefits.  Odyssey will provide your company with the opportunity to convey its message to new and diverse audiences. The return your company receives as a sponsor will be tremendous.

Consider our most recent success. [In 2012, 152 sites hosted Odyssey events in the United States and Europe. Over 250,000 attendees took part in activities such as ride-and-drives, educational seminars, and AFV training workshops, while being provided with numerous networking opportunities. In addition, Odyssey’s message reached more than 200 million individuals through media coverage.]

We know Odyssey works because it unites the country while putting AFVs on the roads. Many event attendees have said they purchased an alternative fuel vehicle after attending an Odyssey event. Clearly, we have consumers’ attention. National AFV Day Odyssey gives your company opportunities to make new sales and gain new customers, possibly for life.

By supporting this nationwide event, your company will find itself in a win-win situation. People are taking notice of the dire circumstances we find ourselves in, and they want to see who can help them make a difference. Your sponsorship will establish you as the company that gives back by providing real alternatives.

**Odyssey will not be successful without** **the commitment and participation of national sponsors and partners. To support a nationwide event of this magnitude, we need all who are concerned with the alternative fuel industry to get involved and show consumers how to make a difference. Please consider providing funding for site support and coordination, nationwide promotion** **and publicity, recruitment, national initiatives, and the final report.**

By becoming a nationwide sponsor and leader in promoting the AFV industry, your company will appear in the [YEAR] Odyssey Executive Summary, which is distributed to Congress and many other locations.  Furthermore, your company’s name will be listed on our Odyssey Web site, enhancing its image in the public eye, while building and strengthening your industry connections.

We are excited about the continued opportunities a focused, well-defined, national public awareness event offers for our industry. With your help, Odyssey [YEAR] will reach an even greater number of people, as together we will continue our efforts in educating consumers, policymakers, and students about cleaner choices in transportation.

Enclosed you will find more detailed information about National AFV Day Odyssey and our [YEAR] sponsorship opportunities. The numerous sponsorship levels are designed to best benefit those supporting our cause. I feel certain you will recognize supporting Odyssey helps your company and enhances attainment of your business mission.

We look forward to your tax-deductible sponsorship. If I can be of any assistance, please feel free to contact me at XXX.XXX.XXXX. Again, thank you for your interest in Odyssey and helping to ensure the future of AFVs and advanced technology vehicles.

Sincerely,

[Your Name]

[Your Title]

Enclosures:

[YEAR] National AFV Day Odyssey Sponsorship Forms