



Our Ref: PSLEM/TT/011x

23 January 2013

To Whom it may Concern

SAMPLE OF SPONSORSHIP APPEAL LETTER

Dear Sir/Madam,

Sponsorship Appeal Letter

Persatuan SLE Malaysia (PSLEM) is registered with the Registrar of Societies as a non-profit, charitable organisation set up to provide social and psychological support for people suffering from Systemic Lupus Erythematosus (SLE), or Lupus for short. PSLEM is recognised by the government as a charity body and donations to the association are tax exempted. Our profile, which is attached as an appendix to this letter, gives a detailed account of our background and core activities.

As part of our fund-raising activities for 2013, PSLEM will be hosting a Dama Orchestra show as below; a copy of the Fact Sheet is enclosed as well:

“A Memorable Fund-Raising Matinee for Persatuan SLE Malaysia”

The Show : **The Moon Speaks For My Heart (Teresa Teng, Her Life, Her Songs)**
Date & Time : **22 June 2013, Saturday Matinee 3pm**
Venue : **Kuala Lumpur Performing Arts Centre (KLPac),
Sentul West, Jalan Strachan, Off Jalan Ipoh, Kuala Lumpur**

Hence, we would like to seek the kind support of your esteemed organisation to contribute towards our cause. The funds will be used to finance our administrative expenses as well as for our core activities and the SLE Fund.

Enclosed is the Benefits For Sponsors and Sponsorship Form of this event for your consideration.

We want to thank you in advance for your support as every help, no matter how small, counts and matters greatly to us. We look forward to partnering with you in this event for the benefit of SLE patients.

For further information, please contact our executive secretary, Ms Cecilia Wong, at tel: 03-79577672, hp: 016-7164086, fax: 03-79570407 or e-mail: pslemhq@gmail.com.

Yours sincerely,

DR CHEAH TIEN EANG
President,
Persatuan SLE Malaysia

c.c. Fund-Raising Committee -

Encls.