

Ms. Nancy McGrew Fancy  
Nancy Children's Clothes  
200 Duke Street  
Berkshire ON M3D 5PA

Dear Nancy,

I enjoyed meeting you very much last week and, especially, having a chance to see the one-of-a-kind vintage collection in your magical store. Many thanks for your time. As agreed, I am sending you a proposal for an equally unique opportunity for Fancy Nancy Clothes in The Royal Theatre's new Season. The multi-layered opportunity has been customized specifically for you and offers solutions to the need for distinctive marketing, which you said you had been seeking.

First, though, I want to set the opportunity within the context of some important facts about the historical Royal Theatre. The attached short piece of literature will provide a broader background and I will be happy to answer your specific questions when we next speak.

***"My children keep asking when we can come again!" - ANY BODY, Berkshire***

- Now entering our 16th season, The Royal is Berkshire's beloved and *only* family-focused theatre.
- We welcome over (insert number) patrons annually and more than (insert number) people online every year.
- The Royal is a hub for the local community and a destination motivator for visitors from across the Province.
- The Royal truly engages with the entire community with family programming that attracts children, parents and grandparents and our general playbill reaching young professionals.

***"Our partnership with the Royal provided an opportunity to really engage with customers and community members we would otherwise have been unable to reach" - ANY PARTNER, Berkshire***

We take pleasure in inviting you to join other satisfied partners in our "Royal Family" by taking a creatively strategic approach to business and brand-building alongside us. Fancy Nancy and The Royal Theatre have built strong individual brands. Now imagine what we could do together.

I look forward to hearing your thoughts on the attached proposal and will be pleased to answer any questions you may have. I will give you a call on Friday, September 13 or, alternatively, you can reach me at 333 555 5555 or by email at [joebloggs@theroyal.com](mailto:joebloggs@theroyal.com). If you'd like to suggest a more convenient date and time for me to call, I will happily do so then.

Very Best,

Joe Bloggs Associate Director, Sponsorship