

**LETTER TO CABLE NETWORK TEMPLATE
REQUESTING SPONSORSHIP**

ASO Letterhead

Date

Name

Title

Cable Network

Address

Address

Dear (*Director of Local Community Relations or Public Relations*),

GRAB THEIR ATTENTION: Highlight local (national statistic or another fascinating fact about issue, organization or campaign – be creative.

INTRODUCTION: Introduce yourself; include a brief description of the mission, programs and/ or services your organization provides to the community.

STATE THE PURPOSE OF THE LETTER: ASO/Organization is applying for Year/Cycle Cable Positive's Tony Cox Community Fund and would like Local Cable Network to be their Cable Sponsor, in hopes of receiving \$ to fund PSA Project Name.

Cable Positive, the cable and telecommunication industry's AIDS action organization, uses funds for the TCCF to encourage community-based AIDS Service Organizations (ASO's) and cable outlets to partner in joint community outreach efforts, or to produce and distribute new, locally focused HIV/AIDS-related programs and public service announcements (PSAs). Established in 1996, the Tony Cox Community Fund, formerly known as the Tony Cox Fund for Local HIV/AIDS Programming, is named in honor of Winston "Tony" Cox, a founding Honorary Chair of Cable Positive and a major cable industry leader. As Chairman and CEO of Showtime Networks Inc. and throughout his career, Mr. Cox was a major advocate of original cable television programming and AIDS education. Since the program's inception, more than \$1.5 million has been awarded to more than 230 AIDS Service Organizations in 38 states.

PSA BACKGROUND INFORMATION: Objectives, target audience, insights from research, local statistics, the website address, marketing plan & results plan if available). Be sure to include that you are looking for in-kind donated media support and that it is a requirement in order to be considered for funding from the Tony Cox Community Fund.

CONCLUSION: Describing the materials you have enclosed in the Media Kit folder. I am available to answer any questions you may have. Your phone number and e-mail, and explain that you will be in

Thank you in advance for your consideration

Sincerely,

Your Name

Your Title

ASO

Your Phone/Email

Note: Suggestions for Media Kit- Press release, fact sheet, ASO brochures, List of key players (brief bios), summary of project along with flyers or ads created (if available), relevant articles about ASO, photos (if available), past PSA (if available), HIV/AIDS fact sheet (including local and national statistics), and a business card or contact information.