

FOR SIGNIFICANT CASH SPONSORSHIP

Dear

I am pleased to invite **[company]** to be a partner in the 2006 World Schools Debating Championships, taking place in Wales from 4 to 14 July.

This is the premier international event for schools debate. Attracting over 30 countries each year, the World Championships have been held in countries such as Peru, Australia, Singapore, USA and South Africa since their inception in 1988.

Following the successful 1995 Championships hosted in Cardiff, the World Schools Debating Council has awarded this year's event to Wales. It is being organised by the Welsh Centre for International Affairs (a registered charity), and supported by the Wales Debating Federation. 250 debaters, judges and coaches from around the world will spend ten days debating topical international issues and visiting the sights of Wales.

This is an excellent opportunity to introduce students to the communication skills required by debating, and as such is supported by the Welsh Assembly Government and several local authorities. It is also a superb means of providing national and global exposure for **[Wales-based businesses such as ... / large international companies such as ...]**, [who are committed to encouraging active global citizenship among young people].

Business partners will have exposure to all tournament participants, **[consider leaving out the next part if the company is very populist]** many of whom in the past have gone on to leading careers in business, law and politics. Participants have included the children of world political leaders, and several future Rhodes scholars. The competitors are the cream of their generation, **[for Wales-based businesses: and this vibrant and popular world event will ensure that they remember Wales warmly throughout their lives]**.

As the pinnacle of achievement for young debaters, the tournament is covered by national and local media outlets around the world. We are working with the BBC to maximise coverage on radio and TV, and with Media4Schools in Cardiff to produce a broadcast-quality DVD memento. Our website, **www.wales2006.com**, has already received tens of thousands of hits, and we estimate that each copy of the promotional materials for the tournament will be seen by at least ten more people when taken back to each country.

Thousands of schoolchildren will watch the event's 130 debates, and social and cultural events will ensure even greater contact between our international guests and the people of Wales. The Grand Final itself, to be held in City Hall, Cardiff, will have an audience of over 600 people.

We have already attracted significant support from public sector organisations, and are now looking for private-sector partners who may be interested in the range of sponsorship options we have available. **[Company]** would be an ideal partner for such a global event focusing on **[communication and young people]**.

Would you be available to meet with our team to discuss the potential for collaboration?

FOR MINOR/IN-KIND SPONSORSHIP

Dear

I am pleased to invite **[Ted Jones's Cakes]** to support the 2006 World Schools Debating Championships, taking place in Wales from 4 to 14 July. It is being organised by the Welsh Centre for International Affairs (a registered charity), and supported by the Wales Debating Federation.

250 competitors, judges and coaches from 30 countries will participate in the event, which represents the pinnacle of achievement in school debating. Thousands of schoolchildren will watch the 130 debates, and social and cultural events will ensure even greater contact between our international guests and the people of Wales. The Grand Final, to be held in City Hall, Cardiff, will have an audience of over 600 people.

This is an excellent opportunity to introduce students to the communication skills required by debating, and as such is supported by the Welsh Assembly Government and several local authorities. It is also a superb means of providing national and global exposure for **[Wales-based businesses such as Ted Jones's]**.

We are working with the BBC to maximise coverage on radio and TV, and with Media4Schools in Cardiff to produce a broadcast-quality DVD memento. Our website, www.wales2006.com, has already received tens of thousands of hits, and we estimate that promotional materials for the tournament will be seen by at least ten more people when taken back to each country.

We have already attracted significant support from public sector organisations, and are now looking for private-sector partners who may be interested in the range of sponsorship options we have available. These include advertising in our tournament brochure, providing a dinner or reception, and supporting the production of 'welcome packs' for guests.

I would be delighted to welcome **[Ted Jones's Cakes]** as another partner in this prestigious event. Please let me know whether you wish to take up this opportunity, and do not hesitate to contact me if you need further information.