[Enter Date]

[Name]

[Title]

[Organisation]

[Address 1]

[Address 2]

[Address 3]

Dear [Salutation]

I write with regard to the [Event/Activity/Initiative] being held in [Location] on [Date].

I thank you for the opportunity for Australian Catholic University (ACU) to become a sponsor.

[Event/Activity/organisation] provides wonderful opportunities for [Relevant audience details] to [Aims/Objectives of the Event/Activity/Organisation].

We have reviewed this request and we are not in the position to sponsor the [Event/Activity/Organisation] on this occasion. [Relevant comments regarding either lack of budget and/or the lack of alignment with ACU’s sponsorship framework if suitable to include].

|  |
| --- |
| For example:* Sufficient budget is not available for the sponsorship fee and/or to leverage the sponsorship
* Sufficient lead time has not been provided for assessment, approval, planning and leveraging
* The organisation is in an exclusion category
* The request does not offer quantifiable benefits and is therefore a donation and not a sponsorship
* Does not align with all ACU’s mandatory requirements – discuss misalignment
* Does not align with at least two of ACU’s sponsorship principles - discuss misalignment
 |

I thank you once again for your interest in working with ACU and we wish you the best for a most engaging and successful [event/year ahead/etc].

Yours sincerely

[Name]