

Sample Ad Book Sales Letter

Organization or Benefit Letterhead

Date

Hello!

You may have heard that the XYZ Theater Festival (your benefit) is holding its annual benefit on (date) in the XYZ room of the XYZ Hotel (place). This is a tremendously successful annual event which attracts more than XX (number from previous year) guests from throughout the community.

For this year's program, the XYZ Theater Festival is hosting Landmark Lotto (your theme). At this event, guests scheme and dream, wheel and deal and work their way up to being the city's greatest tycoon. A mixture of Monopoly, casino fun and the benefit usuals-- dinner, dancing and silent auction—this event promises to be unusual and incredibly entertaining. Throughout the "game," guests will be entertained by a Dixieland Band, and all sorts of shenanigans.

Won't you support this XYZ Theater Festival by taking an ad or greeting in the program book that will be distributed throughout the evening? If you are interested in having your organization support the benefit—and we hope you are—please review the order form enclosed that lists prices and other information.

If you have additional questions or want additional information, please contact John Jones (your advertising salesperson) at the number listed below.

Thanks for your consideration.

Sincerely,

Jane Smith

XYZ organization

Phone number

Enclosure: Advertising rates and requirements

(Don't forget to include an order form!)

