

December 15, 2009

Name
Organization
Address 1
Address 2

Dear Ms. Name,

I invite you to join Philadelphia VIP at our Annual Awards Ceremony by becoming a sponsor of the event. As a sponsor, your company will be spotlighted in front of over one hundred and fifty lawyers, judges and law firm administrators who are the target market for your business.

For the past 28 years, VIP has served as the hub of pro bono in Philadelphia. We leverage the resources of volunteer attorneys to ensure that Philadelphia's low-income population receives equal access to the justice system. In addition, VIP helps our community by working with small businesses and non-profit organizations through our LawWorks project.

Volunteers are the lifeblood of VIP, with over 7,000 attorneys volunteering their expertise to our clients. This allows our small staff of 14 to answer more than 1,800 requests for assistance per year from Philadelphia's neediest individuals, and provide more than 15,000 hours of legal assistance. VIP's services fill a huge need in Philadelphia, which has a 24.5% poverty rate, one of the highest among America's ten largest cities.

Our Annual Awards ceremony is our chance to say thank you. VIP will recognize individuals, firms and corporations for outstanding commitment to pro bono service in 2009. Over 500 people are invited to the event, including senior partners at the largest law firms in the Philadelphia region. The event is attended by partners, associates, judges and judicial law clerks from Philadelphia corporations, law firms and federal, state and local courts.

I invite you to be a sponsor of VIP's Annual Awards Dinner. As a sponsor, you have the opportunity to promote your business to the hundreds of invitees to this event, including decision-makers at the largest law firms in Philadelphia.

The event will be held on March 10, 2010 at City Hall in the Ceremonial Courtroom. We are requesting sponsors at several levels, which are included on the attached sponsorship form. We will work with you to determine the level sponsorship level that is right for your business, and to publicize your contribution in the community. To become a sponsor, please fill out the attached form or contact Geneva Campbell at 215-523-9568 or gcampbell@phillyvip.org to find out more about sponsorship opportunities and benefits.

Thank you in advance for your support. We look forward to working with you.

Sincerely,

Sara Woods, Esq.
Executive Director