

**Delete or update the areas highlighted in Yellow!!**

**Cover Letter Template:**

Dear [[DestinationEntity.PrivateLabel]], - *This denotes a merge field for the athlete's name*

Congratulations! You have been selected as a sponsored athlete for the upcoming season. We receive thousands of applications every year and only a select few are chosen to join our program. You have been selected not only for your talent, but we believe that you will be a strong ambassador for our brand and products.

**"Insert Company Background and information about your products"**

Sponsorship is a two way street and we appreciate you contacting us on Loop'd. From our perspective Loop'd is incredibly valuable to our brand because we can track how many people look at your profile, how many views, votes, ratings, and comments your photos and videos receive. This helps us gauge your exposure level within our target market and as a result your value as a sponsored athlete so drive as many as people as possible to your profile to promote yourself and your sponsors.

After reviewing your application, you have qualified to receive a sponsorship as specified within this electronic agreement. Please reply back to us quickly with an electronic signature to activate your sponsorship.

**Include Ordering Instructions – Example: Log in to our sponsored athlete shop to view products available and place orders, or call 555-555-1212.**

We look forward to supporting your efforts as you continue to progress your career.

Welcome to the team!

Sincerely,

**Team Manager Name**  
**Sponsor Name**