

[Your Name]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]

[Recipient Name]
[Company/Brand Name]
[Company Address]
[City, State, Zip Code]

Dear [Recipient Name],

I hope this letter finds you well. My name is [Your Name], and I am writing to propose an endorsement partnership between [Athlete's Name], a professional NBA player, and [Company/Brand Name].

As an athlete with an established presence in the NBA and a dedicated fan base, [Athlete's Name] embodies values that align closely with your brand, such as [mention specific values, e.g., perseverance, excellence, teamwork].

We believe that a partnership between [Athlete's Name] and [Company/Brand Name] could create significant mutual benefits, including increased brand visibility and engagement with a passionate audience. [Athlete's Name] has achieved [mention any relevant achievements, stats, or accolades] and consistently demonstrates [highlight specific skills or characteristics that resonate with the brand].

We are keen to explore ideas on how we can work together, whether it be through social media promotions, appearances, or product endorsements. We believe that the combination of [Athlete's Name]'s influence and your esteemed brand can lead to a successful collaboration.

I would love the opportunity to discuss this further and outline potential strategies for cooperation. I will follow up with you next week to see if we can set up a time to connect. Thank you for considering this endorsement opportunity.

Sincerely,

[Your Name]
[Your Title/Position]
[Your Organization, if applicable]