

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

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

Dear [Recipient Name],

I hope this letter finds you well. I am reaching out on behalf of [Your Station Name], a premier XM radio station dedicated to [briefly describe the station's format and audience].

We are excited to announce that we will be launching a new promotional campaign aimed at [describe the purpose of the promotion, e.g., increasing listenership, showcasing new shows, etc.]. This initiative presents a fantastic opportunity for businesses like yours to partner with us and reach our engaged audience.

Our promotional campaign will include [details about promotional methods: advertisements, collaborations, special events, etc.], and we are eager to explore potential partnership avenues with [Company/Organization Name].

We believe that a collaboration could be mutually beneficial, and we would love to discuss how we can work together to promote your brand while enhancing our listeners' experience.

Please feel free to reach out to me directly at [Your Phone Number] or [Your Email Address] to schedule a time for discussion.

Thank you for considering this opportunity. We look forward to the possibility of partnering with you!

Best regards,

[Your Name]  
[Your Title]  
[Your Station Name]