**Potential sponsor introductory letter**

The below email/letter template has been developed for you to use when approaching potential sponsors to fund your Campaign activities. Fill in the details as indicated and add any other information that you think would be relevant.

Should you require any further support, please do not hesitate to contact the Secretariat: [secretariat@makesensecampaign.eu](mailto:secretariat@makesensecampaign.eu).

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Subject: Make Sense Campaign – Sponsorship Proposal

Dear [insert name],

By way of introduction, my name is [insert name] and I am writing to you on behalf of the [insert country] *Make Sense* Campaign working group. For reference, the *Make Sense* campaign is a not-for-profit initiative run by the [European Head and Neck Society](https://www.ehns.org/) (EHNS), which aims to raise awareness of head and neck cancer and ultimately improve outcomes for patients with the disease.

This year we are looking to launch the Campaign in [insert country] and are planning various activities, including [insert activities].

We would like to invite [insert company] to become a supporter of the campaign and our activities in [insert country]. We have extended this invitation as [insert rationale for outreach, e.g., we viewed X data recently presented at X congress with great interest and can see that the molecule has real potential to improve outcomes for people living with head and neck cancer.]

If this is something of interest, we would be delighted to set up a call to tell you a little more about the campaign and why it may be valuable for [insert company] to get involved.

In the meantime, we have included some further information below should you wish to know more.

Many thanks in advance,

[Insert name]

**About the *Make Sense* campaign**

* We are proud that the Campaign has been running since 2013 and commitment from stakeholders and interest from the public remains high.
* The Campaign has participation from 23 countries, primarily across Europe, but also South Korea and Brazil. Country teams are made up of HCPs, industry sponsors, patients and patient groups. Countries are responsible for local activities and tailoring the Campaign to their market, with the Secretariat providing guidance and materials for countries to adapt.
* Activities take place year-round, but the highlight is our annual awareness week which takes place during the third week of September.
* The *Make Sense* campaign is delivered via four taskforces: awareness raising, HCP education, partnership building, and emotive / survivorship support. Each taskforce is led by a key opinion leader.
* Further information about the Campaign is available on our website: [http://makesensecampaign.eu](http://makesensecampaign.eu/)

**Reasons to get involved:**

* The Campaign offers a truly unique opportunity for supporters to be part of an initiative that has a proven track record of making positive changes for patients at all stages of head and neck cancer.
* There is the possibility to build relationships with the Campaign’s extensive network of healthcare professionals, patient, advocacy and public policy groups.