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

[Date]

[Name of Business Owner/Manager]
[Business Name]
[Business Address]
[City, State, Zip Code]

Dear [Name of Business Owner/Manager],

On behalf of [Organization Name], I am pleased to invite [Business Name] to participate as a vendor and sponsor for our upcoming event, "[Event Name]." This event will take place on [Date] at [Location] from [Start Time] to [End Time].

Our event aims to [Briefly describe purpose of event, e.g., celebrate local culture, raise funds for a cause]. We are expecting an attendance of approximately [Estimated Number] people from the local community, providing a fantastic opportunity for your business to showcase its products and services to a wide audience.

We are offering several levels of participation:

- **Vendor Booth:** Includes a designated space to sell products or distribute promotional materials.
- **Sponsorship Packages:** Includes logo placement on marketing materials, social media mentions, and verbal recognition during the event.

Attached to this letter, you will find a detailed document outlining the specific vendor fees, sponsorship tiers, and benefits associated with each level. We believe that a partnership with [Business Name] would be mutually beneficial and would greatly contribute to the success of this community gathering.

If you are interested in joining us, please complete the enclosed application form and return it by [Deadline Date]. Should you have any questions or require further information, please feel free to contact me at [Phone Number] or [Email Address].

Thank you for your time and for considering supporting [Organization Name]. We look forward to the possibility of working with you.

Sincerely,

[Your Signature]

[Your Printed Name]
[Your Title]