Date

First Last

Company

Address

City, State Zip

Dear Ms. Manoa:

We are from Aloha High School and are seeking a partner company to meet the requirements to participate in the 2015 Career and Technical Education (CTE) Marketing Plan Performance-Based Assessments (PBA). The Marketing Plan PBA is a yearlong program where we learn the fundamentals of marketing and apply our knowledge to develop a formal marketing plan for an existing company.

We are reaching out to you because…

As your marketing consultants, we will conduct market research and analysis to develop a formal marketing strategy proposal that includes a budget and an evaluation plan. You may have to share with us some financial information, which you may deem sensitive. We will not share the information you share with us. We have enclosed a project agreement that binds us to this promise.

A significant part of the PBA is to gain hands-on experience by implementing one of the short-term strategies of the plan we develop for you. We will work closely with you and get your approval prior to executing our strategy.

No financial cost will be incurred to your company unless you wish to invest in our ideas. We have been provided a small budget by the CTE program to implement the short-term strategy. In exchange for your help with our project, your company will retain exclusive rights to the use of any of our marketing strategies, plans, media or products.

We hope you will consider partnering with us. We can be reached at (808) 555-5555 or aloha@gmail.com. If you have any questions, please contact our teacher, Mr. Smith, by email at smith@hawaii.edu or by phone at (808) 555-5555. To learn more about the Marketing Plan PBA, visit www.highschoolplans.org. Thank you for your consideration.

Sincerely,

First Last

Team Name

School Name