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no_reply@example.com

1234 Main Street
Anytown, State
ZIP

April 22, 2016

Mary Ellen
Company Name
4321 First Street
Town, State Zipcode

Hello Mary Ellen,

My name is (your name) and I am a (student/affiliated with a specific organization). I came in earlier today to speak with you about a project I am working on that would be great for (the business) to partner with. Our project is called EcoBank and our website can be viewed [here](#). Basically, we want to change the way people think about recycling, and also capture the currently tremendous uncaptured value in recyclables. We have created specialized bins that are strategically placed in high-traffic areas around campus, in which students can deposit all of their recyclable plastic bottles and aluminum cans. We will collect all bottles and cans deposited in these bins, redeem them for cash, and donate that money to community projects and charitable organizations.

We were inspired to start this project at Yale because we realized that at our school alone, there are over \$200k in recyclables that are thrown out every year, for which Yale only gets \$3k (at \$30/ton from a garbage collection center). This accounts for less than 2% of the money that could be generated from recycling. We are hoping to capture this uncaptured value, and to use it to support the local community, further incentivizing people to recycle in the first place. If successful, we are hoping to expand this system to other schools and public locations.

Another primary goal of ours is to encourage broader engagement between local businesses and the community. We are currently securing sponsorships from local businesses and companies in exchange for putting the company's logo on our bins. This sponsorship would cover the cost to manufacture the bin, and also to transport the recyclables to a redemption facility. In addition, the sponsorship would include a bottle-matching provision, where the sponsor would contribute 10 cents per bottle collected to the donation given to the charity being supported.

We think placing your logo on our bins would greatly help to market your business, by aligning your brand with both an eco-friendly initiative and with supporting your community. We see this sponsorship as a form of targeted marketing of your business towards Yale students, and thus envision that it can come from your existing marketing budget. Existing advertising platforms such as newspapers, flyers and Internet ads are oversaturated and thus ineffective. Further, such marketing does not add any sort of positive association with the brand. We believe our EcoBank bins are a much more effective advertising platform because they are aesthetically pleasing, are placed in high-traffic areas with tremendous visibility every day, and because they automatically associate your brand with helping the environment and supporting your community.

Would (the business) be interested in partnering with us on this project starting this fall?

Thank you,
(Your Name)
(Your Affiliation/Organization)
