Your Name

Instructor Name

Course Number

Date

Memo Letter: A Business Proposal

To: Mayor of Montgomery, Mayor of Birmingham, Mayor of Talladega, Mayor of Selma, Mayor of Tuskegee

From: [Your Name / Your Role or Job Title]

Cc: Lionel Ritchie, Reuben Studdard, Tom Joyner, Ricky Smiley

Subject: **“The Power of One on December One” Campaign**

**Comments:**

* Please be informed that we plan to run a campaign for December 1, 2020 to demonstrate the power of one. This is to celebrate the National Black Day with a purpose. The campaign aims at creating awareness of the African American businesses in Montgomery. The ultimate goal of this campaign is to establish Montgomery as a preferred destination using the aid received by local businesses. The strategy to be employed is to promote local businesses of black Americans in the community by getting people’s support.
* The time has come to develop Montgomery as a resourceful, productive, and preferred city for investors and tourists. The problem in pursuing the goal lies in a lack of awareness about the issue among the community members. Sufficient funds are needed for the launch of related programs to complete the tasks. To this end, it is necessary to contact the potential sponsors. An aggressive marketing campaign is required essentially to convey the message successfully to the selected targets.
* The available opportunities include making co-partnerships to find shared sponsors, or establishing partnerships to share incurred costs.
* To achieve the set objectives, the circle of influence will be used for creating co-partnerships or partnerships. Several related issues will be addressed like creating conglomerate letterhead for sponsors or partners, discussing the factors affecting co-partnership or partnership, deciding about the charity to select, and determining the percentage to return. The committee will be selected from each city to contribute to the selected tasks. The campaign for bringing awareness to the local business entails plenty of mails, emails, word-of-mouth, stage plays, unity walk, award shows, connector seminars, and the unity concert. Special events have been planned for the National Black Day including two award shows and a soul/jazz inspirational concert.
* The recipients of this letter are cordially invited to have a meeting with our company’s management. A partnership with a hundred black men of Montgomery is welcomed.
* Please find attached documents related to the schedule of meeting, structure of committees from each city, budget details, target audience, list of events, proposed sponsors & partners, marketing activities, and time-line for the project.