



performance
lifestyle

Sample Covering letter (speculative application)

Date

John Smith
Real Business plc
Office Park
LONDON
SE8 3ER

Dear Mr Smith

Do you have a need for additional Marketing talent? If so, it may be beneficial to inform you of my experience and qualifications.

I took up Rowing at Cambridge University and while my sporting career advanced steadily throughout my time at University, it really took off when I graduated and won a place on the British Women's Rowing Team. Supported by the World Class Performance Programme, backed by lottery money, I then became a full time athlete, making my goal the Sydney Olympics in 2000. After a lot of hard work, determination and persistence I was thrilled to represent Great Britain at the Sydney Olympics in the women's eight. What a fabulous experience! Now however, I have decided to retire from my rowing career as I feel I need to challenge myself in new ways and develop my non-sporting career.

I feel that in Sports Sponsorship/Marketing I will be able to retain my interest in sport and make use of my in depth understanding of sport as a global industry. It will set me new challenges, which I keenly anticipate and believe that although I do not have direct experience in your field commercially, I also have no preconceptions. I am a quick learner and so it will be extremely quick and easy to train me to your company's standards and make me a real asset to you.

I would be keen to take just 10mins of your time and talk to you about the company and the industry as a whole. I am always looking to do temporary work if you need someone in the office short term.

I enclose my CV for you inspection and look forward to hearing from you.

Yours sincerely,