

Sarah staples report sample

[Business](#)



Business Letter

150 S. Arroyo Parkway, 2nd Floor,

Pasadena, CA 91107

Dear Madam,

RE: INVITATION FOR AN OBSERVATION SESSION AT SPARTAN CELEBRITY
ENDORSEMENT TRAINING

Celebrity endorsement is a key factor that most companies use in order to attain their success in the advertisement strategies. However, this may not be the case if there is no effective and sufficient training of the celebrities on how to handle and express the product. External observers act as a source of valuable information on how the training progressed and areas that would need improvement. This is more applicable to media based observers.

Spartan PR is having a celebrity endorsement on one of its new product. The selected celebrity is Christian Ronaldo who is a famous football player. The training will involve Christian Ronaldo using the JetPack, which he will have to fly for a minimum of 20 hours. Our client Stark Industries has agreed to have an observer during this training session. As such, you are highly welcomed to be our observer for the training process.

You will be compensated for the time you will be involved during the observation with an allowance and provision of meals and transport services. It is expected of you that you will be actively involved in the observation process such that you will be able to compile a report that you will present to the marketing manager at the end of the training session.

I am looking towards your prompt reply.

Thanks in advance,

Executive Account,

Spartan PR.