

**Date:** [Insert Date]

**To:**

[Recipient Name/Agency Name]

[Recipient Address]

[City, State, Zip Code]

**Subject: Authorization for Marketing Campaign - [Campaign Name/Project ID]**

Dear [Recipient Name],

This letter serves as formal authorization for [Agency/Company Name or Department] to proceed with the marketing campaign titled "[Campaign Name]" on behalf of [Your Company Name].

The scope of this authorization includes the following activities:

- Creation and distribution of advertising materials.
- Management of social media platforms and digital advertisements.
- Purchasing of media space and placement of content.
- [List additional specific tasks here].

**Campaign Details:**

- **Authorized Budget:** [Insert Total Budget Amount]
- **Campaign Duration:** [Start Date] to [End Date]
- **Target Platforms:** [e.g., Google Ads, Facebook, Print, etc.]

You are authorized to use our company logos, trademarks, and brand assets solely for the purposes of this campaign. Any expenditure exceeding the authorized budget or any significant changes to the campaign strategy must receive prior written approval from [Authorized Person's Name].

Please contact me at [Phone Number] or [Email Address] if you require any further documentation.

Sincerely,

[Signature]

**[Your Full Name]**

[Your Job Title]

[Your Company Name]