

To,

SPOTT Awards Team,

I hereby approve the participation of **(Agency Name)** _____ in ETBrandEquity
SPOTT Awards 2021, for the campaign _____ **(Campaign Name)** released on
_____ **(Audio / Video streaming / Social Media platform name)** , launched
on _____ **(Campaign launch date DD/MM/YYYY)**

Thank You!

Please note :-

- ***The client approval letter should be sent from the client's official email id where the approver's id along with designation and organization details are clearly visible***

OR

- ***a letter from the client on the company letterhead should be taken in the above format, along with designation and digital signature of the signing authority***