



APPROVAL LETTER FORMAT

To **ET Martech Awards Team**,

I hereby approve the participation of _____ (**Service Provider / Agency Name**)
in ET Martech Awards 2025, for the _____ (**Initiative Name / Campaign**
Name) launched on _____ (**Initiative Launch Date / Campaign Launch Date**
- DD/MM/YYYY).

Thank you,

Signature / Authorization

Please Note: A letter from the client on the company letterhead should be taken in the above format, along with the designation and digital signature of the signing authority.

OR

The client approval letter should be sent from the client's official email address, where the approver's ID, along with the designation and organization details, is clearly visible.