



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

Note:

- This approval must be provided on the client's official letterhead and must include the authorized signatory's name, designation, and digital signature.
- Alternatively, you may submit a screenshot of the client's approval email instead of a formal letter. The screenshot must clearly show the client's email ID and approval text.