



APPROVAL LETTER FORMAT

To **ET Trendies Awards Team,**

I hereby approve the participation of _____ (**Agency Name**) in ET Trendies Awards 2025, for the _____ (**Campaign Name**) launched on _____ (**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.