



## **APPROVAL LETTER FORMAT**

To **ET Kaleido Awards Team,**

I hereby approve the participation of \_\_\_\_\_ (**Agency Name**) in ET Kaleido 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.**