*Permission letter template for agency clients to approve entry for the 2021 OVATION Awards.*

[Date]

To whom it may concern,

I [insert client name], [insert title, e.g. Communication Director], for [insert company name], hereby authorize [name of agency] to enter the 2021 IABC/Toronto OVATION Awards program with the entry [insert entry name].

[Agency name] has worked with us to provide [insert nature of services, e.g. develop strategy, create collateral, implement campaign].

This permission extends to the use of campaign materials such as videos, photos and other collateral.

[Adjust as needed for your entry]

Regards,

[Signature of client – *actual signature required*]

[Signature block of client – should include contact details such as email address and phone number with international dialing prefix]