(LETTER HEAD)

**The PRS Support,**

**Safaricom Ltd,**

**Nairobi.**

Date

Dear Sir/Madam,

**RE: AUTHORIZATION LETTER FOR SENDER ID: ……………………**

This is to request Safaricom to register the above sender ID which will be managed by Focus Mobile Ltd on our behalf.

We request that the ID be categorized as Promotional/Transactional\* (**Client can choose both options or delete whichever is not applicable**) as it will be used to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Sincerely,

(Name of person authorizing)

Signature and official company stamp

**(Client to delete this information when submitting the authorization letter)**

**\*Promotional sender IDs are used for marketing purposes whereas Transactional sender IDs are used for sending important/urgent notifications that include alerts related to; security, debt collection, school matters, health matters, to name a few.**