



On behalf of SmithGroup and HerreroBoldt, we would like to officially invite you to join our 2008 Leap Sandcastle Classic sponsorship team.

Our companies have recognized the value and importance of participating in the Sandcastle Classic and have made the financial and volunteer commitments to make 2008 another successful year. In addition, we would be honored to have **Rosendin Electric** as a team sponsor and will gladly afford you all the benefits thereto.

**Leap... imagination in learning**, a San Francisco Bay Area non-profit organization that has drawn support from the local building industry for 25 years, was established in response to severe budget cuts in Arts programs in California schools. These cuts began in 1978 and continue to effect arts education in our schools today. Simply put, Leap provides local elementary school children with art and architecture projects that augment and enhance their standard K-6 curriculum, improving their connection to the learning experience, the community, and to themselves.

On the beach, however, the event is best described as "NASCAR in a sandbox," and this year's theme is: "*FREESTYLE*". In a cloud of sand, water, and flailing shovels, planning and design give way to frenzied construction as teams of builders compete to erect the most immense, imaginative, and well-crafted sandcastles. Building teams consist of architects, engineers, contractors, suppliers, and their families, coupled with students from a local elementary school class.

The event attracts thousands each year, many from the local building industry, to Ocean Beach in San Francisco on a traditionally beautiful day in early Fall – this year October 4, 2008. Along with posters, t-shirts, and site signs, support is recognized in a bound event program that is distributed to all participating firms, filled with information on the event and the sponsors who make it happen. It's an incredible opportunity to interact with and advertise to the local building industry and we would be thrilled to have **Rosendin Electric** on our team.

We are inviting you to support our fundraising efforts by becoming a **Team Sponsor** for the 25th Annual Sandcastle Classic. As a "Team Sponsor" you will be entitled to benefits which are listed on the attached "Team Sponsor RSVP Form".

We believe this event provides a unique and engaging opportunity to work together and hope that you choose to join us for what will surely be another unforgettable Sandcastle Classic. For more information, or to accept our offer, please contact Janette Najar ([janette.najar@smithgroup.com](mailto:janette.najar@smithgroup.com)/415/343-2042).

Advertising materials and financial contributions are due September 12, 2008. Thank you for your time and your support.

Sincerely,

Jim Hannon  
President  
SmithGroup, California

Paul Reiser  
Project Executive  
HerreroBoldt

TEAM SPONSOR RESERVATION FORM  
2008 Theme "FREESTYLE"

25th ANNUAL LEAP SAND CASTLE CLASSIC – SATURDAY, 10.4.08  
Ocean Beach, 10:00 am – 2:00 p.m. 3:00 Awards Ceremony

**TEAM INFORMATION**

The SmithGroup/HerreroBoldt

---

\_\_\_\_\_ **Partnership Sponsor:**

- (a) Listed on all team materials: sandcastle site sign, team t-shirt, & program ad.
  - (b) Separate full-page ad for your company in the front section of the event program.
  - (c) Full paragraph description of your company in our team info section of the program.
  - (d) Participation in the design and construction of the sandcastle.
- Contribution: **\$2000 minimum, \$2500 recommended.**

\_\_\_\_\_ **Major Team Sponsor:**

- (a) Listed on all team materials: sandcastle site sign, team t-shirt, & program ad.
- (b) Separate half-page ad for your company in the event program.
- (c) One line description of your company in our team info section of the program.
- (d) Participation in the construction of the sandcastle. **Contribution: \$1000 minimum, \$1500 recommended.**

\_\_\_\_\_ **Team Sponsor:**

- (a) Listed on all team materials: sandcastle site sign, team t-shirt, & program ad.
- (b) Separate business card size ad in the event program.
- (c) Your company name listed in our team info section of the program.
- (d) Participation in the construction of the sandcastle. **Contribution: \$500 minimum.**

Team Contact: **Janette Najjar, the SmithGroup**

Address.....

Phone  
Number.....

E-mail Address.....

Paid..... Date.....

Visa#.....Exp

Date.....

Mastercard#.....Exp Date.....

Check#.....

Make check payable to: **Leap... imagination in learning**

**Mail form and check to:**

Janette Najjar  
SmithGroup  
633 Folsom St. – 6<sup>th</sup> Floor  
San Francisco, CA 94107-3600

**Please Note: all sponsorship money is due by September 12, 2007**

**SPONSOR PROGRAM BOOK ADVERTISING WORKSHEET**

As a Sponsor of the 25th Annual Sandcastle Classic you will be entitled to an ad in the program book, commensurate with your sponsorship level. The following provides specifications and deadline information to ensure a smooth and timely process.

**Email your ad artwork materials to arrive by September 12, 2007**

**FRONT SECTION OF PROGRAM**

Full Page	\$700	4- 3/4" w x 7 1/2" h
Half Page	\$350	4- 3/4" w x 4" h
Quarter Page/ Business Card	\$200	2 -3/8" w x 4" h

**BACK SECTION OF PROGRAM**

Full Page	\$500	4- 3/4" w x 7 1/2" h
Half Page	\$275	4- 3/4" w x 4" h
Quarter Page/ Business Card	\$150	2- 3/8" w x 4" h

All ads are black and white.

Mechanical Requirements: DIGITAL submissions only as: Photoshop tiff or EPS at 300 dpi OR Illustrator EPS with placed images at 300 dpi, tiff, EPS. Type MUST BE converted to outline. Required as proof: PDF Acrobat Reader file (preferred) and/or a hard copy laser output.

The following elements can be included:

Graphics, images, logos and text, submitted as Illustrator EPS, and/or Photoshop tiff or EPS format. Scanned or photographic digital images must be 300 dpi at 100% actual size appearing in ad.

Please name your file with your company name, size and location of your ad for the program  
 Team Name: the SmithGroup/HerreroBoldt team  
 Team Contact **Janette Najjar, the SmithGroup**

Address.....  
 .....  
 Phone  
 Number.....  
 E-Mail Address.....  
 Paid..... Exp  
 Date.....  
 Visa#/Mastercard..... Exp  
 Date.....  
 Check#.....

Make check payable to: **Leap... imagination in learning**

**Mail form and check to:**

Janette Najjar  
 SmithGroup  
 633 Folsom St. – 6<sup>th</sup> Floor  
 San Francisco, CA 94107-3600

**Please Note: all sponsorship money is due by September 12, 2007**