

25th Annual Leap Sandcastle Classic: FREESTYLE! – Saturday, October 4th, 2008

Sponsorship Solicitation Information

In an effort to support you in soliciting for sponsorships, we have outlined below some solicitation methods that have been used successfully by previous teams.

Pitch your vendors and sub-contractors

Many teams have had success in asking their vendors and sub-contractors to support them. Make a list of the companies and individuals who your company does business with. Create pitch materials to mail or email to your key contacts. We have included “samples” of a pitch letter and RSVP form that you may wish to “borrow” from in sending out your “pitch” letters.

The attached letter and RSVP form were created by Sharona Selby of Dome Construction for last year’s event. We think these materials provide an illustration of how you can have “fun” with your request letters.

You may create whatever benefits you like for your materials, however please remember that Leap controls the Program Book and as such we have set criterion for dollar amounts that correspond to page size. You will need to make sure that the Program Book ad size that you are promising corresponds to our pricing. (Program Ad pricing is enclosed). As a team, you have benefits to offer that go beyond the Program Book Ads. Specifically, you control what sponsor levels are entitled to visibility in your Team Ad, Team t-shirts and your Site Sign. You also control which sponsors get a description line in your Team Information section. (See sample RSVP for clarification of these benefits.)

If you choose to craft your own benefits – **please send a copy of these benefits to Kim Teevan so that she can make sure your sponsors receive the Program Book benefits you have promised.**

Please have your sponsors send their donations to the person at your company who will be responsible for these solicitations. You will then want to forward your donations to Kim Teevan for accounting.

Please note: To ensure inclusion in the Program Book for your sponsors you will need to send Kim ALL payments AND ads by Friday, September 12th. Payments and ads received after this deadline will not be included in the Program Book. You will want to ask your sponsors to send donations prior to that deadline.

Sell Ads in Program Book

Another popular way of soliciting for sponsors is to sell ads in the Program Book. We have included a form for this purpose with the pricing and sizes included. You may collect these and forward to Kim or you may have your sponsors forward their payments and ad artwork directly to Kim. Please be sure your sponsors list you as the Team that should get credit for these sales.

Solicit Employees

Many companies ask for support within the ranks of the company. Individuals making contributions smaller than \$150 would not be eligible for an ad in the Program Book but could be listed in your Team Ad.

Bake Sales and Car Washes

Believe it or not we have had teams who have used both of these methods to raise funds. Whatever works for your company!

For other Sponsorship tips and ideas we suggest you attend the Leap “Mentoring Session” on Tuesday, July 22nd, from 6:00 – 7:00 pm at Degenkolb Engineers – 235 Montgomery Street, #500. Please RSVP to Kim Teevan to reserve your spot (kteevan@pacbell.net) by July 18th!

