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«CITY»
LEAP PRESENTS THE 27th ANNUAL SANDCASTLE CONTEST: OCTOBER 2, 2010

Dear Potential Sponsor:

Leap's Sandcastle Contest will hit the beach on Saturday, October 2nd! This event is the largest sandcastle building contest in Northern California and will be held at Ocean Beach near the Cliff House in San Francisco. "Sand Francisco" is the official theme for this year's event.

Your community is involved – what about you?

Over the years, the Sandcastle Contest has become one of the most successful annual charity events supported by the architecture, engineering, contracting and building communities in San Francisco. It is an excellent promotional opportunity for business-to-business relationships and a opportunity to help put art back in Bay Area schools.

Sponsor and promotional opportunities

We are inviting your company to be an Event Sponsor for the 27th Annual Sandcastle Contest. As an "Event Sponsor" you will be entitled to benefits supporting the entire event, and not just one team. These benefits are listed in more detail on the enclosed "Event Sponsorship" form, and include:

- Media promotion reaching over 1.5 million people with over \$30,000 in sponsored ad space. Your company and logo could be part of this campaign!
- Full page ad in event program with priority placement
- Listing on Leap website (www.leap4kids.org)
- Listing on event displays and t-shirts – seen by thousands who attend the event!
- Acknowledgement from the stage during the awards ceremony
- Making a positive impact on the Bay Area community through supporting arts education!

You may also participate as a "Team Sponsor" – individual teams may approach you for Team Sponsorships or you may contact us directly for more details on Team Sponsorship.

Teams and sponsors who participated in the 2009 Sandcastle Contest raised over \$200,000! 100% of proceeds benefit Leap's programs, and each and every contribution helps us to provide innovative, high quality education in the arts to over 6,500 children in over 25 Bay Area schools each year.

At our website, www.leap4kids.org, you will find more information about Leap. We have enclosed an Event Fact Sheet and Leap Fact Sheet for your perusal.

In order to be included in our promotions we need a commitment by August 2, 2010. Please mail in your RSVP form today! Thank you for helping Bay Area kids!

Sincerely,

Kim Teevan
Event Producer
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