



Board of Directors

July 2010

Chair
David McAdams

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

Treasurer
Ken Koretz

We have received your Team Registration for the Leap's Sandcastle Contest. We are thrilled to have you join us for our 27th year at the beach! This year's theme is "**Sand Francisco.**"

Secretary
Andrew Scott

Enclosed in this package you find the following materials (which are also available online at www.leap4kids.org):

Directors
Kyle T. Brunel
Linda Fairchild
Tyler Gerking
Marielle Neri

- Key Dates and Deadlines
- Day of Event Information
- Team Full Page Ad Instructions
- School Visit Guidelines
- Parent Consent Form
- Sponsorship Solicitation Documents which include:
 - Team Sponsor Solicitation Overview
 - Team Sponsor vs. Event Sponsor Explanation Chart
 - Sample Team Sponsor Solicitation Letter
 - Sample Team Sponsor RSVP Form
 - Team Sponsor Program Book Ad Sales Sheet

Executive Director
Julie McDonald

Sandcastle Contest Committee

Chair
Glenda Flaim

Event Producer
Kim Teevan

We will be delivering promotional postcards in the next few weeks to help with your fundraising efforts; and will distribute posters at the beginning of September. Please use these posters for your office, school/classroom, team partner(s), and sponsors. PDF files of the poster and the postcard will also be available at www.leap4kids.org.

Committee
Sean Cavin
Samantha J. De Leuw
Scott Hibbard
Catherine Howley
Nicholas B. Leone
Mike Ma
Julie Merkau
Andrew Scott
Sharon Selby
Tim Seyer
Eric Shea
Samee Sheikh
Kim Sykes
Eugenia Wang

Other items of Note:

- **Community Castle Material donations:** In the "Day of Event" document enclosed, we are asking teams to donate materials to support the Community Castle area. We thank you in advance for your help!
- **Sponsor Solicitation:** We are happy to consult with you in regards to solicitation of sponsors for your team. There is a cover sheet included in this packet with sample letter and RSVP forms for your use. These forms can be sent to you electronically. They can also be found at www.leap4kids.org.
- **Accounting:** Please submit a spreadsheet with the name of your sponsor, amount of donation and ad size.



- **Team Orientation/Mentoring Session:** Please mark your calendar for a team orientation, taking place on July 21st at Hayworth Showroom (555 Mission Street, 19th floor, San Francisco, 6:00 –



8:00 p.m.). Topics will include: success tips on fundraising and sponsor solicitation, building effective school partnerships, and event logistics. Please RSVP to Kim Teevan by July 16th.

In 2009, the top team raised over \$38,000, contributing to a total amount of over \$205,000. Each contribution helps us to provide education in art and architecture to thousands of children in Bay Area schools. Your participation in this event will make a huge difference in the lives of Bay Area students! Please do not hesitate to contact me if you have any further questions or concerns. Thank you in advance for making this event a success. See you at the beach!

Sincerely,

Kim Teevan
Event Producer

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