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**Leap's 27<sup>th</sup> Annual Sandcastle Contest: October 2, 2010**  
**Event theme: *Sand Francisco***

**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.

**Please be sure to include complete contact information on your response form so we can attribute your donation accurately.**

We will send out a thank you letter (which also functions as a tax deduction receipt) to all your donors, acknowledging their donation and providing the tax ID number for Leap. Most teams also acknowledge their donors and collect their ads from them to pass along to us.

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 10<sup>th</sup>. 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! The sky is the limit – use your imagination!

**Accounting**

Please submit a spreadsheet with the name of your sponsor, amount of donation and Ad size. RSVP Forms, please make sure that the Company name & Contact person is on the Response form. Please also, be sure to put your company name so we can tell who your donor is sponsoring

**For other Sponsorship tips and ideas, we suggest you attend the**

**Leap “Team Orientation/Mentoring Session”**

**Wednesday, July 21st, from 6:00 – 8:00 pm at**

**Hayworth Showroom – 555 Mission Street, 19<sup>th</sup> floor.**

**Please RSVP to Kim Teevan to reserve your spot by July 16<sup>th</sup>!**

**[kteevan@pacbell.net](mailto:kteevan@pacbell.net)**

