

## SAMPLE SPONSORSHIP LETTER TO BUSINESSES

Date:

Individual's Name  
Company's Name  
Company's Address

Salutation:

How would you like to advertise your company and help Junior Achievement of Western Connecticut at the same time? I can help you and it's so easy.

During the first two weekends of November, **JUNIOR ACHIEVEMENT of Western Connecticut** will hold its annual **"BOWL FOR KIDS" Bowl-A-Thon**. This year marks the 24th anniversary of this fun-filled, festive fundraising event to support economic education programs in grades K – 12 in our area school systems.

You can be part of this wonderful activity by becoming a Bowl-A-Thon sponsor this year. In the past, hundreds of businesses like yours have helped **Junior Achievement** through their support of its annual Bowl-A-Thon. That support allows JA to provide business education programs in classrooms in twenty Greater Bridgeport, Greater Valley and Greater Danbury communities, reaching 19,000 students last year alone. Your children, your grandchildren, your neighbors' children and even your customers' and clients' children will all benefit from your support. Your tax-deductible contribution will, at the same time, provide broad visibility for your own business!

We offer two opportunities for your support. **Corporate Sponsorships**, with five levels of giving ranging from \$500 to \$10,000, include placement of your company's name and, at some level your logo, on the Bowl-A-Thon's annual tee shirt. The level of your gift determines both size and location in the shirt design. A large banner bearing your company name, and logo if appropriate, will also be displayed at all bowling sites each weekend of the event. **Lane Advertising Signs** are another support opportunity. For gifts ranging from \$100 to \$300, one to four professionally designed advertising signs will be displayed at the bowling site of your choice. Additionally, your company will receive its own sign as a demonstration of its support.

This year's **Bowl-A-Thon** will be held in three area bowling centers on Saturday, November 1<sup>st</sup> in the Greater Bridgeport and Lower Naugatuck Valley areas, and Saturday, November 8<sup>th</sup> in the Greater Danbury area. We expect nearly 1,000 individuals from the area's top companies to participate in this event, and all of them will recognize your support.

To become a sponsor, simply complete the enclosed form and return it to me with your check made payable to **JUNIOR ACHIEVEMENT OF WESTERN CONNECTICUT**. I will then make sure it is sent to the JA office. Please be aware of submission deadlines, indicated on the sponsor forms, so that we can guarantee fulfillment of your order. **If you have any questions, please call Julia DeMeo at the JA office at 203-382-0180 Ext 19.**

Sincerely,

Your name/signature