

Local Sponsorship

Many schools include prizes and incentives in their Read-a-thon, to motivate students to read more often and to add fun and excitement. Consider approaching local merchants and businesses for prizes to reward students and teachers. If appropriate, include this appeal in your school newsletter or community newspaper article. Remember to send thank you letters written by the students to all sponsors. Thank them publicly in your local newspaper and invite them to your school assemblies to give out the prizes.

Below is an example of a sponsorship request letter. To download, customize your own letters visit the Forms, Letters and Samples section of the Teacher's Centre.

Print on school letterhead. This can also be used as a telephone script when calling potential sponsors.

date

business name

contact name

address

Dear *name of manager or contact*,

Kiwanis Read-a-thon *year* Donation Request for *name of school*

The Kiwanis Read-a-thon is now the largest literacy initiative in Canada reaching over 80,000 students and their families in the elementary schools and Community Houses each year.

Name of company has a wonderful opportunity to be involved locally at *name of your school* by donating *request item wanted* to be used as prizes and incentives during our school Read-a-thon.

In exchange for your donation, we will thank *name of company* in our school newsletter and invite you attend our school assembly to present your donation to the winner. (*modify as necessary*)

Thank you for considering sponsoring *name of school* Read-a-thon. Please visit the Kiwanis Read-a-thon web site www.kiwanisreadathon.org for a complete overview of this unique literacy program.

Sincerely,

Your name

and contact information

