

## 2012 SWIM-A-THON®

### Sponsor Letter INSTRUCTION SHEET

Sponsor letters should be addressed to those family members, friends, neighbors, and local small businesses (dentist, doctors, lawyers, insurance agent, etc.) that you think might be willing to support your swim club. Mail the completed forms with the King Boosters return envelope (the small envelope) and the pledges will be returned directly to KING Boosters. This way the swimmer will not deal directly with money and we can keep track of the pledges. Our goal is for each swimmer to send out at least 10 letters or emails to potential sponsors.

#### HOW TO FILL OUT THE SPONSOR LETTER

1. Enter the sponsor's name at the top of the letter (i.e. Dear Grandma). Fill out as many letters as you can to relatives, friends, neighbors, and local businesses.
2. Enter the swimmer(s) name in the "This is \_\_\_\_\_" spot.
3. Sign your letter below the "Thank You". You can also add a personal note thanking your sponsor for their support and enthusiasm, enclose a picture with your letter, or enclose a second page that is a customized letter with info about your swimming accomplishments, pictures, your club, etc.
4. At the bottom of the letter, remember to write the full name of your sponsor and your full swimmer name. This way when the sponsor returns the bottom portion, we will know which swimmer to credit.
5. Accurately address the larger envelope with the Sponsor's Name and Address.
6. Fold the letter (two folds) so it fits in the larger envelope. Place the folded letter and the smaller envelope in the larger envelope.
7. Place a stamp on the outside envelope, seal the envelope, and put the letter in the mail.
8. Now, all **YOU** have to do is swim 200 lengths or swim for two hours and hope you win some terrific prizes.

**GOOD LUCK KING SWIMMERS!!!!**