



Dear _____,

I am writing on behalf of the _____ Kiwanis Club. Kiwanis is a service club composed of business people within the community interested in changing the lives of others for the better. The community service we provide includes helping the homeless, feeding the hungry and mentoring youth.

Our club is sponsoring a Kiwanis Terrific Kids character education and recognition program at the _____ Elementary School. Terrific is an acronym for: Thoughtful, Enthusiastic, Respectful, Responsible, Inclusive, Friendly, Inquisitive, and Capable.

As the program's sponsor, our club is responsible for educating faculty and student participants and providing volunteers and needed materials. The club also establishes partnerships with local businesses securing additional funding to support the program.

I would like to offer your business/organization an opportunity assist with sponsorship of this amazing character education program.

As a Kiwanis Terrific Kids sponsor your business/organization receives increased visibility before school faculty, students, parents and Kiwanis family volunteers. Your business/organization's name/brand will be promoted in the following:

- School yearbook
- Terrific Kids bulletin board
- Recognition letters and newsletters sent home to parents
- News releases to local media

Please take a moment to review the enclosed brochure which highlights all the Kiwanis youth programs. Specific information about Terrific Kids is on page 7. Interested in learning more? Visit the Terrific Kids website at www.kiwaniskids.org.

I look forward to speaking with you later this week to discuss this unique sponsorship opportunity.

Yours in Kiwanis Service,

Name
Club name
Phone
E-mail
Club website address