

SPONSORSHIP PROGRAM

This sponsorship program is based on a natural collaboration between schools and companies that are leaders in our communities. The idea is simple: to have a local firm sponsor your climbing wall, in exchange for a plaque providing recognition (supplied by Passe Montagne).

In the following section you will have:

- ◆ An example of an introductory letter
- ◆ An explanation of the program
- ◆ An order form

All of these tools have been created to help you present the program to your future sponsor. So select 2 or 3 firms to which you can present the program (think about connections you might have through some of the parents) and go:

IN PURSUIT OF NEW HEIGHTS



1 800 465-2123

IN PURSUIT OF NEW HEIGHTS **SPONSORSHIP PROGRAM FOR SCHOOLS**

A traverse climbing wall represents a safe, fun, efficient and motivating new Physical Education activity.

According to the SGMA (Sporting Goods Manufacturers Association), climbing on artificial climbing walls has increased by 27% since the year 2000. It is one of the fastest developing activities. The Federal Government, through its PEP Bill (Physical Education for Progress Bill), recommends traverse climbing walls as one of the pieces of equipment to be purchased in order "to help initiate, expand, and improve Physical Education programs for Kindergarten through Grade 12 students."

On a traverse wall, participants develop individual, team and collective skills such as self-confidence, upper body strength, concentration and cooperation...and you can be part of it by donating a traverse climbing wall to your local school!

In exchange, a plaque with your company name, logo and Web site address will be posted on the side of the climbing wall. Once the climbing wall (with your plaque) is installed, it will remain in place for many years to come... So for a few cents a day, students, teachers, parents and many others will be exposed to your company name and logo... it's surely a good thing!

Donating a traverse climbing wall creates a win/win situation.

Teachers and the school acquire much needed Physical Education equipment.

By using the traverse wall on a regular basis as part of their courses, students gain flexibility, upper body strength and self-confidence, as well as learning new forms of creativity through teamwork.

You get your company name, logo and Web site address associated to the school for many years, at remarkably little cost, something that will bring you a great deal of recognition!

IN PURSUIT OF NEW HEIGHTS

SPONSORSHIP PROGRAM FOR SCHOOLS

There are 2 main options for sponsoring a traverse climbing wall of 8' high x 28 ' long. Each option includes 112 holds and zinc-plated bolts, 1 Allen key, the appropriate anchors, a CD-ROM containing instructions for games and installation information, special textured paint to add colors and texture to the wall and a plaque with your company name, logo and Web site address.

DO-IT-YOURSELF TRAVERSE CLIMBING WALL

A very affordable and safe option, this wall can be installed easily by local people from the school or the community. We provide detailed information on installation procedures.

\$1,050 on cinder blocks
\$757 on plywood panels*

*Please note that this price does not include the cost of wood (plywood 2"x 4" for framing)

TURNKEY PROJECT TRAVERSE CLIMBING WALL

The Passe Montagne team will go to the school and install the wall professionally. Prices per wall can be lowered by ordering more than one wall at the same time. Please contact us for more information.

\$2,904 on cinder blocks
\$3,305 on plywood panels*

*Plywood panels and 2"x 4" for framing included

Average life expectancy of a traverse climbing wall: 15 years.

Invoice to:

c/o _____
Address: _____

Tel: _____
Fax: _____
e-mail: _____

Ship to:

c/o _____
address: _____

Tel: _____
Fax: _____
e-mail: _____

D-I-Y traverse climbing wall: Number of walls on cinder blocks	_____	x	\$ 1,050 =	_____
D-I-Y traverse climbing wall: Number of walls on plywood	_____	x	\$ 757 =	_____
Turnkey project: Number of walls on cinder blocks	_____	x	\$ 2,904 =	_____
Turnkey project: Number of walls on plywood	_____	x	\$ 3,305 =	_____
			Total	_____

Make check payable to "Passe Montagne"
 Pay by Visa or Master Card / Name as written on card: _____
 Visa or Master Card # _____ Expiry date: _____

Example of a sponsorship letter from the school requesting sponsorship for a traverse climbing wall:

IN PURSUIT OF NEW HEIGHTS SPONSORSHIP PROGRAM FOR SCHOOLS

Name of company

Name of contact

Address

Your City, April 12th 2002

Dear Mr. Hopeful,

Our school is contacting you today on a matter that involves lots of fun, yet is nonetheless quite serious. As a leader in our community, we feel you can help us. As you know, standards of health and physical exercise are currently problematic among the youth of America. We believe that a traverse climbing wall can be an important part of the solution to promoting healthier lifestyles.

A traverse climbing wall provides not only fitness, but also enhances motor skills, upper body strength, concentration and teamwork, all of which are part of a quality Physical Education program. Unfortunately, our school doesn't have the budget for a traverse climbing wall.

Here is how you can help: with the "In Pursuit of New Heights" Sponsorship Program for schools.

When you sponsor the traverse climbing wall for our school, we will name the wall after your company. There will be a plaque at the side of the wall with your company name, logo and Web site address. For a few cents a day, you can help the kids of our community achieve better health and fitness. At the same time, you will gain steady recognition from the students, teachers and parents who will see your name in the gym for years to come. We have enclosed a photo of a typical wall so you can see that it is not only a major tool for our Physical Education program, but also a colorful work of art that you can be proud to be associated with.

We thank you for taking the time to consider this matter.

For more information, call me at...

Director and Phys Ed teacher's names

Name of school

Phone number