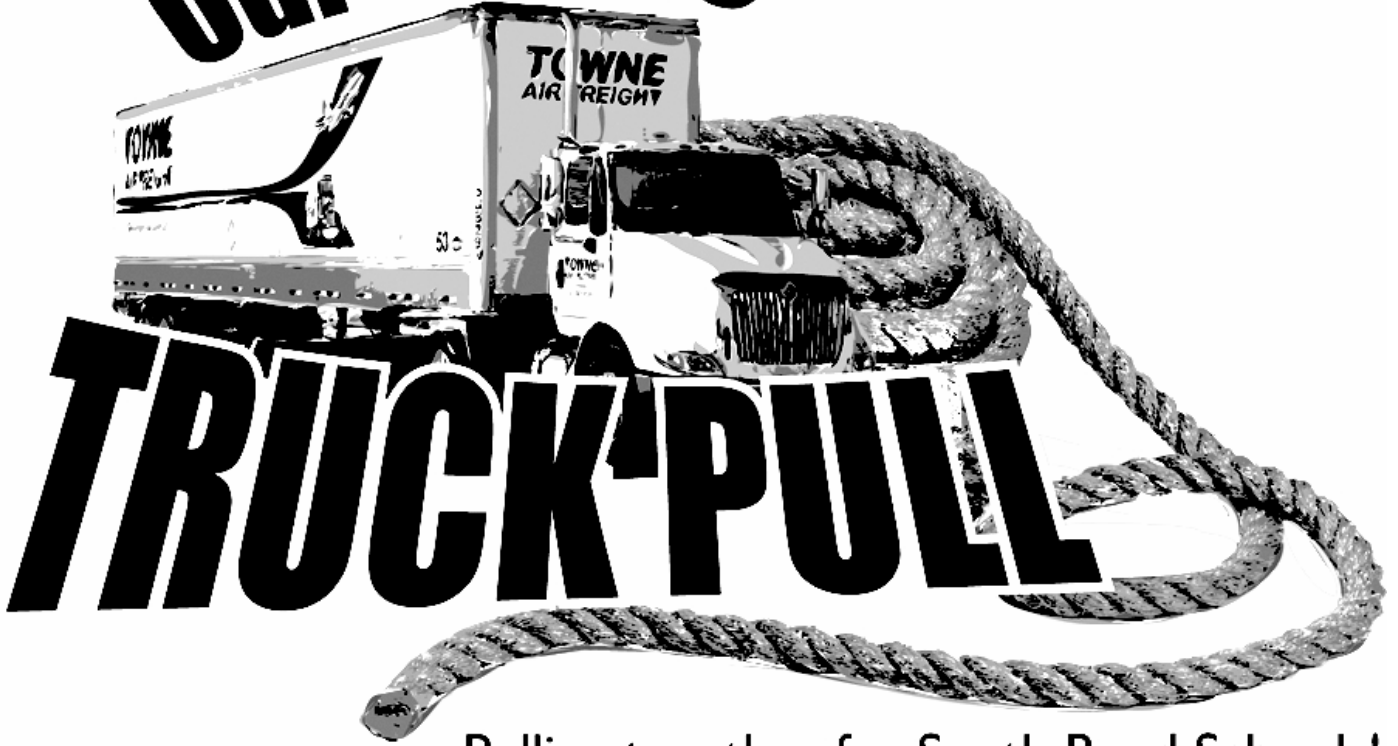


Jim Kapsa's  
**Our Towne**



Pulling together for South Bend Schools!

September 18, 2010



Teachers Credit Union



**South Bend Tribune**  
Discover what's in it for you.





Dear Team Captain,

On behalf of The Public Education Foundation Board of Directors, event sponsors, and South Bend Community School Corporation students, thank you for accepting the challenge to participate in *Jim Kapsa's Our Towne Truck Pull-Pulling Together for South Bend Schools*. This handbook will provide key information for you to effectively and easily serve as the Team Captain or Co-Captain for your organization. To participate in this important and exciting event, we will kick off with a quick team captain meeting on September 2<sup>nd</sup> from 5:30-6:30 p.m. at the Football Hall of Fame.

We are grateful and honored to partner with Towne Air Freight to roll out the *Our Towne Truck Pull*. The partnership of the South Bend Community School Corporation's Superintendent, Jim Kapsa; South Bend Mayor, Steve Luecke; and the Public Education Foundation to host this major South Bend based fund raising event on September 18<sup>th</sup>, 2010 benefits reading programs for our children.

*Our Towne Truck Pull* is a competition between teams of twenty individuals to pull a tractor-trailer twelve feet, against the clock, for trophies and bragging rights. Think tug-of-war with a semi-tractor and 53-foot trailer on the other end of the rope! Each team will build spirit as they raise money for a great cause. A minimum of \$1,000 in pledges will allow each twenty-person team to participate. A registration fee of \$10.00 per puller includes a team shirt with the team logo on the sleeve.

This event is the largest single fundraiser to benefit South Bend School's reading programs. Our goal is to recruit 75 teams to participate, which means we need 1,500 men and women of all sizes with identical "huge hearts" who want to have fun while raising funds for literacy. All funds raised by the *Our Towne Truck Pull* will be used solely to support one of our strategic plan goals of increasing literacy for South Bend Community School Corporation's students.

As our logo tag line states-thank you for "Stepping Up for South Bend's Schools." Your leadership will ensure that this is a successful event while building community awareness and proving that, together, we can make a difference for South Bend schools and our children. We look forward to seeing you and your team *Pulling Together for South Bend Schools* on September 18<sup>th</sup>!

Sincerely,

Brian M. Kubicki  
President

Jerry Y. Scott  
Event Chair

Susan L. Warner  
Executive Director



## TEAM CAPTAIN'S CHECK LIST



### EVENT OVERVIEW

This is the CHALLENGE... Teams of twenty will attempt to pull a tractor-trailer twelve feet, against the clock, for trophies and bragging rights. Think tug-of-war with a semi-tractor and a 53-foot trailer on the other end of the rope. Each team will raise money for the cause as their entry fee.

Teams from each Division (Men's, Women's, Co-Ed, Seniors [60+] and High School Students) with the fastest pull time will be the 2010 Champs and have their team name and photo on a billboard after the event to announce their accomplishment!

This is a great event to build camaraderie while offering community, corporate and law enforcement teams a unique way to put their weight behind The Public Education Foundation. The event offers a festive atmosphere so bring your friends and family to cheer you along as you display the strength of Hercules and flex your muscles to raise awareness and funds that helps The Public Education Foundation support South Bend Community School Corporation's students!

The Fundamentals of Leading your Team:

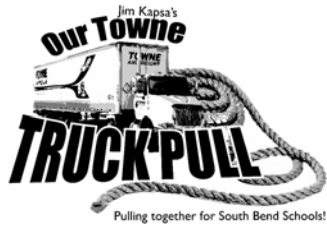
- SET UP** your TEAM PAGE online – go to <http://www.firstgiving.com/edfo> and SIGN UP as a Team Captain, set your team goal and create your team page now!
- RECRUIT** your team of twenty members. **REPLY** once you've compiled a team. Please email, mail or fax your team roster to The Public Education Foundation. (You may list TBA for any yet to be named team members and then provide names as you confirm...additional information is in the handbook to assist you in recruiting your team.) To receive a t-shirt with your organization's logo you *must* be registered on line by September 2<sup>nd</sup>.
  - Team members do not all have to work for the same organization to be on the same team.
  - You may enter a Men's, Women's, High School or Co-Ed Team.
  - All Co-Ed teams must have at least 8 females.

**Invite** co-workers/friends/family to join and place their name on your Team Entry Form. **Give** each member of your team an event **brochure** so that they can begin collecting their tax-deductible donations. **Each team member must complete a signed waiver form.** The team captain must collect these signed forms and turn them in at pre-registration on September 10<sup>th</sup>. While each team must raise a minimum of \$1000 in pledges (High School teams must raise a minimum of \$500) for The Public Education Foundation, set a goal of \$150 per team member. The registration fee of \$10 per puller ensures they will receive an event t-shirt. Let each of your team members know the team fundraising goal. **Encourage** them to set a personal goal to raise more! For instance, each team member that collects \$250 or more gets their name placed in a drawing for a gas grill compliments Lowe's Home Improvement.

- EMAIL** your team's logo or team name to [edfoassistant@sbcsc.k12.in.us](mailto:edfoassistant@sbcsc.k12.in.us) before September 2<sup>nd</sup>, 2010 to ensure it will be printed on your team's t-shirt sleeve.
- INFORM** each person on your team of your TEAM NAME and also have him or her sign up online and join the team you have established. The power of email can help recruit team members and raise funds online with our online fundraising tools. Contacts can safely and securely give a tax-deductible donation using a credit card or they can download your information and mail a check to sponsor you.
- COORDINATE** As the Captain you are encouraged to PRE-REGISTER. Help coordinate plans for your team to all pre-register on Friday, September 2<sup>nd</sup>, 7:00 a.m. – 6:00 p.m. by coming to the SBCSC Administrative Offices located across from the Century Center, turn in all funds and waivers and pick-up event packets. You will avoid the lines the morning of the event. **NOTE: All funds and waivers must be turned in no later than 6:00 p.m. Friday, September 10<sup>th</sup>, 2010.**
- PULL!** Your team will be pre-assigned a designated Pull-time for the event. Your group will have a team photo taken before you pull the big rig. Your team can compete for the **2010 Team Spirit Award** by creating a team cheer before you pull...be creative. (See page 10 for details.)
- WIN!** The team that executes the fastest pull in each division will be awarded a plaque. The top overall fundraising team will be treated to a meal, compliments of Hacienda Mexican Restaurants, on Sunday, September 19<sup>th</sup> at 2:00 p.m. at the Erskine Plaza location.



091810 Pulling together for South Bend Schools!



**EVENT CONTACT & SPONSORS**

To sign a team up or to get more information regarding Team Participation, go to:

[www.edfo.org](http://www.edfo.org)

or for more information contact:

Susan L. Warner, Executive Director  
The Public Education Foundation, Inc.  
[edfo@sbcsc.k12.in.us](mailto:edfo@sbcsc.k12.in.us)  
(574) 283-8039  
[www.edfo.org](http://www.edfo.org)

Becky Overstreet, Administrative Assistant  
The Public Education Foundation, Inc.  
[edfoassistant@sbcsc.k12.in.us](mailto:edfoassistant@sbcsc.k12.in.us)  
(574) 283-8039  
[www.edfo.org](http://www.edfo.org)

To mail in your tax-deductible donations or to request a volunteer form, contact:

The Public Education Foundation, Inc.  
[edfoassistant@sbcsc.k12.in.us](mailto:edfoassistant@sbcsc.k12.in.us)  
(574) 283-8039  
(574) 283-8120 (FAX)  
P.O. Box 119  
South Bend, IN 46624-0119  
[www.edfo.org](http://www.edfo.org)

These dedicated sponsors make the *Our Towne Truck Pull* possible:



[www.edfo.org](http://www.edfo.org)  
[edfo@sbcsc.k12.in.us](mailto:edfo@sbcsc.k12.in.us)  
P.O. Box 119  
South Bend, IN 46624  
574.283.8039



## RECRUITING TIPS



### Who can be on your team?

#### Co-Workers Friends Family Clients Your CEO Customers Vendors

You do not have to work at the same company to be on a team although co-workers will make great teammates. You can also recruit friends, family, corporate clients, vendors and even your company's CEO! Does your company or organization have a mascot? If so, invite them to join your team too! Just remember that each team must raise a minimum of \$1000 in pledges to participate.\* Each team member is encouraged to set a personal goal of raising at least \$150 in tax-deductible donations.

After you have assembled your team, mail or email page 5 to The Public Education Foundation.

### SAMPLE Bulletin Board message to recruit your team members

Dear (Co-worker, Friend, Fellow Member of Community Group,)

I have signed up to captain a team of twenty to participate in the 2010 *Our Towne Truck Pull Pulling Together for South Bend Schools!* to help The Public Education Foundation support South Bend's at risk students. The event is on Saturday, September 18<sup>th</sup> and I need you to join me. I am recruiting anyone who wants to have fun with me tuggin' on a Towne Air Freight 18-wheeler, while also helping a great cause! I feel like this is an opportunity for our company to do something positive for South Bend schools' children to increase literacy. You can help by doing one or more of the following:

- Joining the (insert your team name here) team.
- Making a personal contribution to sponsor the team (*insert link to online webpage*).
- To receive a t-shirt you **must** be registered by September 2<sup>nd</sup>, 2010. Your \$10 registration fee ensures you will receive a t-shirt.

The *Our Towne Truck Pull* will feature teams of twenty people competing for the fastest pull of a Towne Air Freight big rig. The event is free for spectators. There will be something for everyone! The event will be a place where we can come together to demonstrate support for The Public Education Foundation and its reading programs.

Each truck pull team must raise at least \$1000 in pledges and 100% of the funds raised will be used for the Education Foundation's reading program. As a team captain, I encourage you to become involved, join this team and set a personal goal of raising \$150 or more tax-deductible donations. Call me at (phone number) or send me an email (email address) and tell me to place you on my roster. (Please list your t-shirt size.) I have an event brochure to give that will cover all the details; including the chance to be entered for a drawing for a gas grill compliments of Lowe's Home Improvement if you have raised \$250 or more. Please join with us for this fun special event and you'll make an important difference in the lives of others. I hope that you will help.

Thanks!

\*SBCSC High school teams must raise \$500 in pledges. Any money raised over \$500 will be returned to the high school to support programs.





## 2010 Our Towne Truck Pull TEAM ROSTER

Captain/CoCaptain \_\_\_\_\_

Team Name \_\_\_\_\_

Representing \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

TEAM MEMBERS (Please print clearly)  Please check box after emailing logo in vector (eps) format or team name (typed.)

Name

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

Name

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

OUR TEAM WILL COMPETE IN THE FOLLOWING DIVISION Circle One:

Men's      Women's      Co-Ed      Seniors      High School Student

(Must have at least 8 females)      (60+)      (must be 16 years of age)

Please return this information by September 2<sup>nd</sup> or ASAP via email, FAX or mail.

Team logos must be received via email by September 2<sup>nd</sup> as well.

Email: [edfoassistant@sbcsc.k12.in.us](mailto:edfoassistant@sbcsc.k12.in.us) FAX: 574-283-8120 or mail entry to:

[www.edfo.org](http://www.edfo.org)  
[edfo@sbcsc.k12.in.us](mailto:edfo@sbcsc.k12.in.us)  
 P.O. Box 119  
 South Bend, IN 46624  
 574.283.8039

The Public Education Foundation, Inc.  
 Our Towne Truck Pull  
 P.O. Box 119  
 South Bend, IN 46624



# 2010 *Our Towne Truck Pull* WAIVER



## RELEASE OF LEGAL CLAIMS

I want to participate in the Our Towne Truck Pull. In return for being allowed to participate, I agree to the following:

### What I'm giving up.

I release (or give up) any legal claim that I might have against any of the following for their negligent conduct:

- The City of South Bend.
- The South Bend Community School Corporation.
- The Public Education Foundation, Inc.
- Towne Air Freight.
- Any sponsor of the truck pull.
- My employer.
- Any of their officers, directors, employees, agents, or volunteers.

This release binds my legal representatives or anyone who tries to make a legal claim through me.

### What I will pay for.

If anyone listed in the bullet points above is sued or has to pay someone else because of my conduct, I will reimburse their legal costs, fees, and payments.

### My health condition.

I don't know of any health condition that I have that could get worse if I participate in the truck pull. I authorize staff and volunteers at the truck pull to get emergency medical treatment for me during the truck pull.

### Risks of participating.

I know that pulling a tractor trailer is dangerous and that I could get hurt or seriously injured participating in the truck pull. But I accept all the risks involved in participating.

### Use of my likeness.

I grant the City of South Bend, the South Bend Community School Corporation, Towne Air Freight, and The Public Education Foundation, Inc. permission to use my name, pictures of me, and things I say in any form to advertise themselves or to apply for funds related to their activities.

I have read this release, I understand it, and I sign it freely.

### If participant is not 18 years old:

My child is at least 16 years old. I have read this release and agree that both I and my child are bound by it.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, and Zip Code

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name of parent or legal guardian

\_\_\_\_\_  
Signature of parent or legal guardian

\_\_\_\_\_  
Date



## EASY FUNDRAISING TIPS

091810

Pulling together for South Bend Schools!

*Raising money for The Public Education Foundation, a 501(c)3 not-for-profit organization, is easy if you will let others know what you are doing and ask them to make a tax-deductible donation to support your efforts. Each truck pull team must commit to raising \$1000 or more for the cause and each member should set a personal goal of raising at least \$150. It is a proven fundraising fact that people give money to people because they ASK! Be sure to share the following suggestions with all your team members:*

1. **Create a Team and Personal Webpage** at <http://www.firstgiving.com/edfo> and email all your friends, family and co-workers and ask them to donate via the website or mail in a tax-deductible contribution.
2. **Set a Goal** of raising \$1000 or more for your team and have your team members set a personal goal of at least \$150.
3. **Make a list of potential donors** to ask – you should remember to include those folks you regularly give your money to – like your insurance agent, dentist, hair stylist, banker, favorite restaurant.....
4. **Approach your Company or Organization** to sponsor your team by making one tax-deductible contribution for \$250-\$500 or \$1000...The amount contributed could be shared across the board by giving each team member a credit. Your organization would appreciate the convenience of making the one contribution vs. twenty members all asking. Remember, if your team wins, your company would be thrilled to see your team on a billboard!
5. **Be creative!** Host a raffle of an item, conduct a “bucket brigade” with members of your team and “shake a bucket for The Public Education Foundation” or host a car wash or cook out.
6. **Don’t procrastinate.**

### Tips to raise \$300 in one week:

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Start by sponsoring yourself for \$25.	Ask two family members to sponsor you for \$20 each.	Ask two friends to contribute \$20 each.	Ask five co-workers to sponsor you for \$10 each.	Ask three neighbors to contribute \$15 each.	Ask your employer for a company contribution of \$50.	Ask two businesses you frequent for \$25.

**Remember, the key is to ASK!**  
**The answer is always no, unless you ASK!**  
 Have fun & good luck!





## How to Register Your Team on the Website

Registering for the *Our Towne Truck Pull* is easy.

First, register for the event and join a team

1. Visit the nonprofit page: <http://www.firstgiving.com/edfo>
2. Click **Get started**
3. Select **Truck Pull**
4. To register for the event, click **Yes, register online now**
5. Select the registration type, the number of people you're registering, and read and agree to the waiver, then click **Continue**
6. If you've used Firstgiving before, log in to your account. If not, enter your email and click **Continue**
7. Fill out your account details and click **Continue**
8. Next, enter your registration details and click **Continue**
9. Join or add your team
10. If you're registering another person, enter their registration details and add them to a team
11. Confirm your registration submission

Next create your fundraising page

1. Click **Create your page** at the bottom of the registration confirmation screen
2. Choose your web address and click **Create your page**

You've successfully created your page. To tell your story, add photos and set a fundraising target, click **Personalize and share your page**. Once you've edited it, click **save and continue**.

Now, click **Email your friends** to share your fundraising page with your community. If you have a lot of people to email, click the blue button to the left of the **To** box (see example below).

<b>To:</b>	<input type="text"/>	Add addresses from  YOUR OWN EMAIL ADDRESS BOOK or your Firstgiving address book (13)
------------	----------------------	---

Once you create your page, you can log in at any time to edit it or send email updates. To log in, click **Your account** located in the upper right corner of your fundraising page.





## Event Rules and Team Information

1. All participants must have signed a waiver on file before pulling in the competition.
2. Teams must have twenty pullers. Co-ed teams must have at least eight women.
3. A Co-ed team may pull with less than eight women; however, you cannot win the division.
4. Each team will have two pulls. We will use the best time of your two pulls. In the event of a division tie, the team with the highest donation total wins.
5. No member substitutions may be made after the first pull.
6. Before the pull, rope must be held in one hand only and down to your side until officially told to pull. Starter will say, "1-2-3 PULL" and the clock begins.
7. After the big rig has been pulled twelve feet, the line judge will stop the clock and tell your team to stop pulling.
8. Your best pull time will be posted on the leader board.
9. Team members do not have to stay for the entire event. If your team wins you will be notified by The Public Education Foundation. However, we hope you will stay!
10. The drawing for the gas grill compliments of Lowe's Home Improvement will be held on September 24<sup>th</sup> and the winner will be notified that day. Participants who raise \$250 or more will have their name in the drawing.
11. No weight belts that attach to the rope are allowed.
12. Bring your kids, friends and family to watch and cheer your team on. They will have fun, too!
13. Opening ceremony is at 8:45 a.m. The first pull will be at about 9:00 a.m. There will be a short break at 11:00 a.m.. The event ends following the last pull of the day (about 3:30 p.m.)
14. Bring sunscreen and bottled water to help keep you cool or a rain poncho if it is wet!
15. This event will be held rain or shine.
16. Thanks for flexing your muscles and helping The Public Education Foundation support South Bend Community School Corporation's students.



## 2010 Team Spirit Award



**“We have spirit, YES we do... We have spirit, How about You?”**

Jodie calls are songs that are usually delivered in an eight-count movement that the military will often sing when marching or running. The songs typically require a Caller, who normally sets the pace and leads the formation or shouts the call and then members can repeat. If everything goes well, the call and the team will develop a sort of rapport.

For the 2010 *Our Towne Truck Pull* you are encouraged to have some fun, and if you like, create your own team “Jodie Call” or team “Cheer” that your group will deliver before you pull the big rig.

**Remember, this is a family event.** It’s a creative and fun way to warm up and a great opportunity to showcase your company/team spirit!

**Sample: Here are excerpts from an Education Foundation team.**

We are EDFO, representin’ today  
We’re here to pull this truck  
the best today!

We’re gonna pull it, drag it  
the most we can  
We’re here for reading  
so clap your hands

-XXX- clap Men vs Ladies

We’re the E-D-F-O for S-B-C-S-C  
So sound it off and you will see why

-XXX- clap audience participation

Holla back if you plan to pull it hard  
(Men) Lean back (2x)  
(Ladies) Pull hard, (2x)

To make a child’s future more bright  
We’ll be here with all our might!

The EDFO team, representin’ right. We’re gonna pull this truck  
to take reading to new heights!

**DON’T FORGET OTHER TEAM SPIRIT ASPECTS!**

**BANNERS**

**GENERAL EXCITEMENT FOR THE DAY**





## Registration Information



### **Attend a Pre-event Registration Friday, September 10<sup>th</sup>, 7:00 a.m. – 6:00 p.m.**

This is when you can turn in all your team's funds raised, the signed waivers (page 6), team pre-registration form (page 12), and pick up your event package and t-shirt. This will help you avoid lines the morning of the event and is strongly encouraged! Pre-registration will be held at:

The Public Education Foundation  
215 S. St. Joseph Street  
1st floor  
South Bend, IN 46601  
(SBCSC Administration Building across  
from the Century Center parking lot)

\*If you do NOT come to the pre-registration then your team must complete registration on site the morning of the event.

#### **At pre-registration you will:**

1. Turn in all the funds your team has raised using completed form on page 12. On-line donation totals will be available at registration. The cut-off for on-line donations is September 16<sup>th</sup> at noon. We encourage you to bring a printout of your on-line total if you raise funds after this time.
2. Sign your release waivers. These are located in the manual on page 6. Additional waivers will be available at registration. Children under 18 MUST have a parent's signature!
3. Pick up your event package and t-shirt.

By organizing your team before coming to registration, you will move thru the line faster. Team Captains may consider registering their entire team. If so, Captains will need team members' signed waivers, funds raised and t-shirt sizes. All of this information should be provided on the Team Pre-registration form (page 12). Or if you prefer, your team members can register individually. It is highly suggested that you have all your team members meet with you at the event at least 60 minutes before your team's pull time.

## What You Can Bring to the Event

Company sign/banner/mascot, if you want in your team photo



# 2010 *Our Towne Truck Pull* TEAM PRE-REGISTRATION



**Team Name:** \_\_\_\_\_  
**Team Capt./Co-Capt.:** \_\_\_\_\_  
**Total \$\$ Raised:** \_\_\_\_\_



This sheet may be completed by the team captain/co-captain to assist you when pre-registering the team on September 10<sup>th</sup> or on the day of the event. Teams may choose to let participants be responsible for registering individually prior to participating.

Participant Name	\$\$ Raised	Signed Waiver	T-shirt size
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

[www.edfo.org](http://www.edfo.org)  
[edfo@sbcsc.k12.in.us](mailto:edfo@sbcsc.k12.in.us)  
 P.O. Box 119  
 South Bend, IN 46624

# Appendix

A – Foundation Facts

B – Sponsor Letter

C – Sponsorship Benefits

# FOUNDATION FACTS



The Public Education Foundation, Inc. is a non-profit 501(c)3 organization with the mission to advocate for, promote and fund initiatives to enrich learning experiences for the students and staff of the South Bend Community School Corporation. It is a program that depends on the generosity of individuals, businesses and organizations to fund programs such as Teacher Grants, Thank-A-Teacher and reading programs for our struggling readers.

## Teacher Grants

The Public Education Foundation, Inc. is currently in the process of endowing its Teacher Grant Program. The average teacher now spends a minimum of \$1000 of their paycheck for classroom supplies, with many in the South Bend Schools spending more. Faced with dwindling state funding and tax base support, schools are finding it difficult to fund the basic necessities. Teachers must choose between purchasing the items with their own money, or forgoing the needed materials. Money for creativity and innovation in the classrooms is not available to fund new thinking.

Through a recent strategic planning process, the Education Foundation identified the need to sustain and endow teacher classroom and professional development grants. In order to continue to fund new opportunities for teachers, the Foundation is committed to endowing a \$500,000 Teacher Grant Fund that will fund a five percent payout of \$20,000 annually for innovative classroom projects. Six named grants and a general teacher grant endowment fund have been established to ensure that future generations of South Bend's children will experience the chance to excel both in school and in life.

## Reading Programs

Students identified as needing tutoring are receiving individualized reading instruction in small groups. The Public Education Foundation, Inc. has funded an ongoing initiative that began in 2003 that provides training, materials, and tutoring for an intensive reading remediation program at Hay Primary Center. In 2007, the Foundation embarked on a \$500,000 two-year campaign, in an effort to broaden support to more students and teachers, to expand the method to Harrison, Madison and Wilson Primary Centers. By 2009 every teacher and staff employee in kindergarten through 2<sup>nd</sup> grade in these three schools will have participated in the Wilson Language methods training to serve students who fall into the lowest 30<sup>th</sup> percentile in reading and spelling. In August 2009, Lincoln Primary Center staff was trained to provide this outstanding program to their students. Currently the Foundation is raising funds to provide this successful reading program at the "Final Four" Title I primary centers – Coquillard and Muessel in 2010 and Perley and Marquette the following year.

## Thank-A-Teacher

Parents of SBCSC students are invited to honor staff members who have made their child's educational experience special through our Thank-A-Teacher Program. Honored staff are presented with a congratulatory certificate and special gift expressing thanks. Contributions to the Thank-A-Teacher program are returned to the schools in the form of grants, which support innovative programs that cannot be funded through school budgets.

### *Additional Public Education Foundation sponsored programs and events:*

- Early College High School at Riley High School
- Indiana Principal's Leadership Academy
- Intellectual Care Unit – After School Academic Support Program
- *Great Friends of Schools* luncheon





Dear

You can bring reading programs to students in the South Bend public schools AND be a part of an exciting new event on September 18, 2010-*Jim Kapsa's Our Towne Truck Pull-Pulling Together for South Bend Schools*. To give YOU, as a sponsor, the biggest bang for your buck in the current economic climate, we have received commitments from the South Bend Tribune, WSBT-Radio Group, WSBT-TV, and WNDU-TV to promote the event in as many media venues as possible.


*Our Towne Truck Pull* is a partnership of the South Bend Community School Corporation's Superintendent, Jim Kapsa; South Bend Mayor, Steve Luecke; The Public Education Foundation and our community that will raise funds to support reading programs for at risk children. The attached sponsorship benefit form details the additional benefits that are available for each sponsorship level.

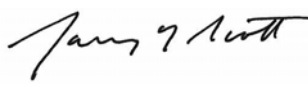
*Our Towne Truck Pull* is a competition between teams of twenty individuals to pull tractor-trailer twelve feet, against the clock, for trophies and bragging rights. Think tug-of-war with a semi-tractor and 53-foot trailer on the other end of the rope! Each team will build spirit as they raise money for a great cause. A minimum of \$1,000 in pledges will allow each twenty-person team to participate. A registration fee of \$10.00 per puller includes a team shirt with the team logo on the sleeve.


This event is the largest single fundraiser to benefit South Bend School's reading programs. Our goal is to recruit 75 teams to participate, which means we need 1,500 men and women of all sizes with identical "huge hearts" who want to have fun while raising funds for literacy. All funds raised by the *Our Towne Truck Pull* will be used solely to support one of our strategic plan goals of increasing literacy for South Bend Community School Corporation's students.

Your sponsorship will be a commitment to South Bend's children, teachers, and our community's future. Your financial leadership will ensure that this is a successful event while building community awareness and proving that, together, we can make a difference for South Bend schools and our children. Please fill out the attached sponsorship commitment form and return in the self-addressed envelope. We look forward to seeing you and your team *Pulling Together for South Bend Schools* on September 18<sup>th</sup>!

Sincerely,

  
Brian M. Kubicki  
President

  
Jerry Y. Scott  
Event Chair

  
Susan L. Warner  
Executive Director

[www.edfo.org](http://www.edfo.org)  
[edfo@sbcsc.k12.in.us](mailto:edfo@sbcsc.k12.in.us)  
P.O. Box 119  
South Bend, IN 46624  
574.283.8039

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**Sponsorship Benefits**  
**Jim Kapsa's – Our Towne Truck Pull**  
**Pulling Together for South Bend Schools!**  
 Event Date – September 18<sup>th</sup>, 2010



**Convoy Leader (Presenting Sponsor) - \$10,000**

- Corporate spot – (10' X 20') banner on Both semis (Commitment deadline August 26<sup>th</sup>, 2010)
- PLUS all benefits of Big Rig Sponsor (below)

**Big Rig Sponsor - \$5,000**

- Recognition by media partners (South Bend Tribune, WSBT-Radio Group, WSBT-TV and WNDU-TV)
- Prominent recognition with corporate logo on posters and registration brochures (Commitment deadline August 26<sup>th</sup>, 2010)
- Prominent recognition with corporate logo on semi-truck banner (5' X 10')
- Prominent recognition with corporate logo on day-of-event display banner
- Prominent recognition of corporate logo displayed on website
- Prominent recognition with logo in day-of-event program

**Super Duty Sponsor - \$2,500**

- Prominent recognition with corporate logo on posters and registration brochures (Commitment deadline August 26<sup>th</sup>, 2010)
- Prominent recognition with corporate logo on semi-truck banner (3' X 5')
- Prominent recognition with corporate logo on day-of-event display banner
- Prominent recognition of corporate logo on website
- Prominent recognition with corporate logo in day-of-event program

**King Cab Sponsor - \$1,000**

- Recognition with corporate name listed on semi-truck banner
- Recognition with corporate logo on day-of event display banner
- Recognition with corporate logo on website
- Recognition of corporate name in day-of-event program

**Good Buddy - \$500**

- Recognition of corporate name listed on semi-truck banner
- Recognition with corporate name in day-of-event program

**Deadline for recognition benefits – August 26<sup>th</sup>, 2010**

Company Name \_\_\_\_\_ Captain Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_ FAX \_\_\_\_\_

**Please Check Level:**

Convoy Leader Sponsor \$10,000 \_\_\_\_\_  
 Big Rig Sponsor \$ 5,000 \_\_\_\_\_  
 Super Duty Sponsor \$ 2,500 \_\_\_\_\_  
 King Cab Sponsor \$ 1,000 \_\_\_\_\_  
 Good Buddy Sponsor \$ 500 \_\_\_\_\_

**Payment Method:**

\_\_\_\_\_ Check Enclosed  
 \_\_\_\_\_ Please Invoice

**Mailing Address:**

The Public Education Foundation, Inc.  
 Attn: Our Towne Truck Pull  
 P.O. Box 119  
 South Bend, IN 46624

Team Registration: [www.edfo.org](http://www.edfo.org)

For More Information Please Call: (574) 283-8039

E-mail: [edfo@sbcsc.k12.in.us](mailto:edfo@sbcsc.k12.in.us)