



Dear Prospective Patrons,

Briarcliffe Swim Club is hosting the 2nd Annual "Laps for Life" swimathon to raise money to fight cancer. This event is being held in memory of Craig Nelson, a former employee, swim coach, and dear friend of Briarcliffe.

The swimathon will take place on Sunday June 29th, 2008 from 9am-12pm. Many participants will honor Craig's love of swimming by collecting pledges and swimming in this event. In order to reach our goal of \$9,000 we need your help. We are seeking patrons to sponsor ads in a program book that will be distributed to all attendees. All proceeds will once again be donated to the Lance Armstrong Livestrong Foundation in memory of Craig Nelson, last year we raised over \$6,800.

Sponsorship levels for the program book are as follows:

Quarter Page Ad or Business Card	\$25
Half Page Ad	\$50
Full Page Ad	\$100

We also welcome donations of goods and services that can be used as incentives in the pledge collection effort. Thank you in advance for any donations that you are able to make. We will be happy to provide receipts that may be needed for your accounting purposes. Again, thank you, and we hope to count on your support for this year.

Please send instructions for your ad and any graphics that you would like included to the address below. Checks can be made payable to "Laps for Life." All ad requests must be received by June 20th, 2008.

With Great Appreciation,  
Laps for Life Committee

**Chris Ruane • 1130 Walnut Street • Collingdale Pa 19023 • 610.733.9009**