

(Date)

Sample Sponsor Letter

Name
Address 1
Address 2
City, NJ Zip



Dear (Name),

Our Children to School Event is set to take place on **(Date)**. This event encourages children, parents, school and local officials to walk to school together. Walk Our Children to School Events provide an opportunity to address three crucial aspects of our everyday life – health, safety, and community environment.

Health:

- Instead of playing outside with friends or riding bikes, more and more children can be found indoors.
- While physical activity has become less a part of their daily lives, obesity rates among children have more than doubled in the past twenty years.
- Walking is one of the safest and most healthy forms of exercise for both children and adults.
- Walk Our Children to School Day not only promotes a healthier childhood, but it instills a value for walking and exercise that will remain with participants for a lifetime.

Safety:

- Each year, about 25,000 child pedestrians are injured by motor vehicles.
- To reduce injury, we must teach children pedestrian and bicycle skills while reminding drivers to watch for others using the road.
- Walk Our Children to School Day is an ideal event in which to help children learn how to navigate through traffic in a fun and safe learning environment, while reminding adults to share the road.

Environment:

- Driving children to school greatly increases the amount of pollutants emitted into the air by automobiles in our communities.
- These air pollutants are especially harmful to children as they have respiratory systems that are not fully developed.
- Asthma rates in children have increased 160% in the past 15 years.
- By encouraging children to walk and parents to hang up their car keys, Walk Our Children to School Day can help to reduce toxic air pollutants released in their communities.

I am encouraging **(Group)** to help sponsor a **Walk Our Children to School** event on **(Date)**. [**This section should be specific to your event, detailing your efforts thus far, discussing your ideas, highlighting your partners, and including and specific requests for the group you are contacting. If you are having a planning meeting with your partners, be sure to invite a representative from the group you are contacting**]

Sincerely,

(Your Name)