

To: Lakota West Marching Band Parents

From: Mr. Greg Snyder, Director of Bands

Re: ***Lakota West High School Upbeat Club Sixth Annual Mattress Sale Fundraiser***

On Saturday, September 21, our Lakota West Upbeat Club is pleased to host a one-of-a-kind fundraising event. We will be sponsoring our ***sixth annual*** mattress sale. This event has been very successful in school districts both locally and nationally over the last 8 years. We are very excited to have the opportunity to run this event here at Lakota West once again this year.

I am very excited about this fundraiser for many reasons:

- The band members do not have to sell anything!
- The band parents aren't expected to buy a new mattress!
- The band does not have to collect any money or be responsible for any product distribution!
- It is a **one day event** that should raise us **several thousand dollars!!!!**
- **Our band members have the opportunity to earn spending money for their Macy's parade trip!**
- There is no out of pocket expense to our band or school!
- The fundraising organization is extremely professional, organized, and handles almost all of the legwork!
- The mattress sets are extremely high quality with manufacturer warranties!
- The mattress sets are also deeply discounted: **30%-50% below retail stores!**

No one is expected to buy a mattress. This fundraiser is only for the people in our community who are already planning on buying a mattress. Our contribution to this event is simply to get the word out about the mattress sale! I am sending this brief note home to make sure you are aware of the event and to let you know what I will need the band members to do. There will be more information about this fundraiser as it gets closer.

1. I need each band member to find one referral to come in and check out the sale. One out of 10 families buy a new mattress every year – so they need to talk to about 10 families on average to find a referral that is in the market!
2. Fliers will be given to the students. Each band member will be responsible to distribute to neighbors, family and co-workers. It has a spot for their name and a coupon for a potential customer to save even more.
3. Finally, I will need band member volunteers to be at school on the day of the sale to help promote this event. I will have sign up sheets in the band room as we get closer to the sale.

Basic info about the sale

- All sizes including special sizes are available. Prices start at \$199, and there will be 20 sets to choose from.
- They can be delivered or picked up at the company's warehouse about 1 to 2 weeks after the sale.
- No high pressure sales - just savings to our community from **30-50% below retail.**
- Everything is brand new with a manufacturer warranty.
- Free layaway is available.

It is a pleasure to finally be able to find a way to help our band earn money, while providing cost savings and quality to our community.

We very much appreciate your support of our fundraiser. I hope that you would be able to help your child start spreading the word to neighbors, co-workers, family, and friends.

Thank you.