



Dear Community Member,

As representatives of The Longmeadow Educational Excellence Foundation (LEEF), we are writing to ask that you consider placing an ad in this year's annual Longmeadow Resource Guide - a decision that will help you reach an influential demographic as well as demonstrating your support for high quality public education.

**About LEEF:**

LEEF is an independent, non-profit, community organization, 501(c) (3). Its mission is to raise funds for programs that enhance and ensure excellence in the Longmeadow Public Schools. Established in 2001, the Foundation maintains a sustaining fund that provides grants for innovative educational programs. – *As of 2006, LEEF has funded 128 individual grants translating into over \$474,000 in monies donated directly to the schools.*

**Longmeadow Resource Guide:**

Last year, LEEF introduced the Longmeadow Resource Guide. Containing over sixty pages of important town and school information, this guide was distributed to every house in Longmeadow – over 5,000 households. Instrumental to the success of the Resource Guide was the support of local businesses and community members who made a financial commitment through ad placements.

Several enhancements have been made to this year's guide. They include:

- An Advertisers Index (which will make it easier for customers to locate your ad and contact information).
- Updates and revisions to Town and School information (which keep the Guide current and useful to our readers).

**Advertising Opportunity:**

Additional details regarding ad rates and artwork submission can be found on the attached order form. *Please make certain that your company will be represented by responding with your order before our deadline of November 9<sup>th</sup>.* We will be contacting you the week of October 25<sup>th</sup> to answer any questions and to ensure that you don't miss out on this wonderful opportunity.

Thank you in advance for your consideration and support.

*Premium Sponsor – DJ St. Germain 2007 and 2008*