



Dear

Park safe, Walk safe campaign outside our school

We are writing to you to request your support and potentially sponsorship for a campaign our pupils are going to run in (our **Spring Term /DATE / Month??**).

The campaign will involve a banner design competition, the winning design will be made up into a **...m x.... m** banner for our school railings. The banner will remind drivers to help us keep the road outside our school safe by not stopping on our yellow zig-zag lines. We will also be encouraging parents who need to drive to school to park a little further away from the school and walk the remaining few minutes to school - reducing congestion in the area around the school.

Reducing the number of cars doing the school run at peak periods is good for the health of our children, our local air quality and it's also good for local businesses and economy by keeping our roads moving, and increasing the number of people walking around the local area.

What we can offer you:

- Your company / shop name on our banner which will be displayed on the school railings in **....INSERT ROAD NAME.....**;
- If you let us know quickly that you are willing to support us we can also put your name on the banner competition advertising flier, a copy of which will go home with every child in our school, and will be displayed in the school foyer;
- A mention in the schools newsletter, and possibly the local newspaper if they choose to run a story on our campaign. (We will be contacting them ourselves with our story, as well as asking the Local Authority to do so on our behalf);

What we would like you to offer our school in return:

- A small amount of money to cover the cost of the banner, and /or printing of our marketing materials
- A prize for the banner design winner or funding to pay for a prize

We hope you can help us with this local action campaign. If you have any questions or would like to offer your support, please contact **...XXXX**

Yours sincerely,

Headteacher/Governor/Teacher/....