

July 2012

Dear Athlete/Official,

To assist you in fundraising, team management will again be producing an official handbook.

I am enclosing an introductory letter with a booking form for potential advertisers and sponsors.

This is a very easy way to raise funds as the expense is a genuine business or marketing expense for the advertiser.

Please take advantage of this fundraising opportunity. You are welcome to approach as many potential sponsors as you like bar those included on the non hit list which has been provided to your Section Manager. Before approaching anyway, please check with your Section Manager first to ensure there are no issues or conflicts of interest. It is important you respect this process as some individuals and corporates have explicit requests about how Maccabi approaches them, and any breach of this may be of significant detriment.

From the cost of the ad, management will retain 20% for production costs, to a maximum of \$400. The remainder will be offset against your cost for participating in the Games.

Please ensure that all correspondence regarding the handbook is sent directly to:

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Level 1 176 Bambra Rd  
Caulfield South VIC 3162  
Email: [teamhandbook@maccabi.com.au](mailto:teamhandbook@maccabi.com.au)

Kind regards,



Michelle Tremigliozi  
Publications Coordinator

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