



Hot Summer Slice Update



Event Date Friday August 13, 2010 -
Mark Your Calendars!

May 2010
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St Anthony on the Lake Catholic School,
W280 N2101 Hwy SS, Pewaukee, WI 53072

On the web: <http://school.stanthonv.cc/support.cfm> [email: sta.dolf@wi.rr.com]

Road Map to Success

By Jay Diebold and Sandi Vollmer

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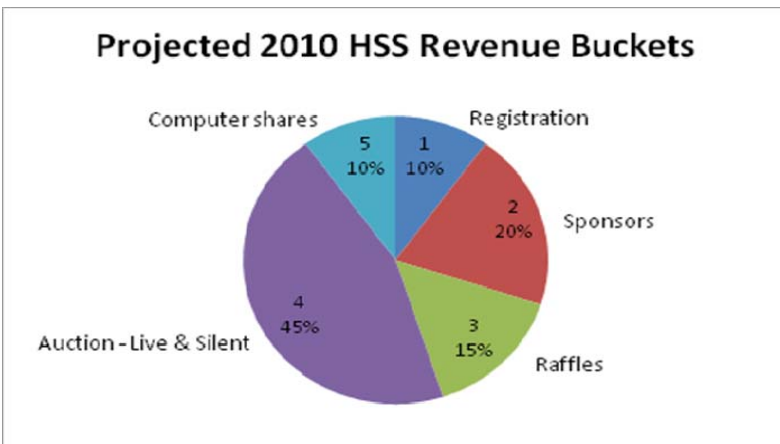
In our first Newsletter we laid out our goals for the 2010 "Hot Summer Slice" (HSS) Golf Outing, Dinner Auction, and Benefit. As noted, we have established an aggressive fundraising goal (\$85,000) and we wanted to break this down and map out how we can achieve success this year.

We like to think of our revenue in terms of buckets: bucket 1 is revenue from golf and dinner registrations, course games, etc (typically <10% of total), bucket 2 sponsorships (20 to 30%), 3 raffles (10%), 4 live and silent auctions (40 to 60% of total), and 5 Computer Shares (in 2009 we began this effort - 8%). For 2010 we have adjusted the percentages to reflect our view of where our revenues will flow from and where we can achieve revenue growth.

2010 HSS MENU

- *Salad with greens, goat cheese, strawberries, almonds, raisins and Dijon dressing*
- *Grilled Tenderloin and Shrimp (grilled on-site to insure freshness and choice of preparation!)*
- *Bacon cheddar chive mashed potato*
- *Honey glazed green beans*
- *Family style petite desserts*
- *Vegetarian Meals are available upon request*

Projected 2010 HSS Revenue Buckets



As you can see, the auction and sponsorship buckets are very important sources of revenue. The auction results are largely driven by the number of attendees at the event, which is why we have set a goal of achieving full golf (36 foursomes) and dinner (280) participation. During recent events we have hosted between 26 and 30 foursomes and we have never seated more than 260 for dinner. To achieve these levels we have extended our early registration period and we are re-working our menu to address past concerns and enhance the meal experience of our guests (see side bar for details on the menu). On the following pages we have provided details on the steps being taken to help us meet these revenue targets. Please join us for a day and evening of fun.

Your support is the key to our success...Go Mustangs!

Computer Shares are included with all Platinum and Gold Event Sponsorships!

Organize a class (8th Gr Class of 2010, 2011, etc) or group (Men's Club), to purchase a Share.

Computer Shares are a great way to support this event, even if you cannot attend.

To purchase computer shares, please contact:

Jay Diebold

sta.golf@wi.rr.com or

Sandi Vollmer

dsjvollmer@aol.com

Computer Shares Program

During the 2009 HSS event, an effort was launched to raise funds for the replacement of the computer equipment throughout the school. Maintaining the technology is an important element in offering our students the quality education they receive at St Anthony.

Over \$5,600 was pledged for this purpose last August and has been set aside for this effort (*THANK YOU TO ALL WHO DONATED!*). In 2010 we have set a revenue goal that will allow this effort to be completed and we will be selling computer shares to help us reach this goal. Full and partial shares may be purchased and the shares are tax deductible.

All full share purchases will include a recognition plate in the name of the donor or another name (as directed by the donor) that will be mounted on the new computers. Additionally, we will be preparing a donor plaque recognizing everyone that supports this effort which will be mounted in the school near the computer lab.

Families that donated to the computer upgrades during the 2009 event will receive recognition for those commitments and families that participated at a partial share level will be given the option of purchasing the remainder of a full share during the 2010 campaign.

Thank You – Donor/Sponsor Spotlight



For the past several years, SAP has been a Leadership Sponsor of the HSS Event. They have continued their support this year with a Platinum Sponsor commitment. We want to thank SAP for supporting our mission of providing a high quality education to our students. For more information on SAP please visit www.SAP.com

Crossmark Graphics (Tammy Rechner) has been donating printing services for the HSS event for several years. This has included invitations, auction booklets, sponsor signage, and other support. We want to thank Crossmark for their support. For more information on the services Crossmark offers to their clients please visit their website: <http://www.crossmarkgraphicsinc.com>



Tuition Raffle - Winner receives 1 yr free tuition for 1 student or \$2,500 cash.

REGISTER EARLY – Early registration reduces the demands on our team of event planners. Help them enjoy their summer!

HSS Blitz Events / Raffle Sales

Believe it or not, the end of the 2009-10 school year is rapidly approaching. Over the coming weeks we will have information tables setup at various events (Spring Concert, School Play – Annie, Jr, and others) with volunteers taking event registrations, sponsorship commitments, selling tuition raffle tickets, and computer shares.

This year we have received permission to pre-sell tuition raffle tickets and you do not have to be present for the drawing to win, enabling all families and others to participate. This is a limited ticket raffle (200 tickets max) and the winner receives 1 yr of Free Tuition for 1 Student or \$2,500.

Take advantage of the early registration discount for golf and use the savings to purchase raffle tickets or put it towards computer shares.

Auction Update

We have procured a number of fabulous items for this year’s auction, but much more is needed to meet our goals. Our auction team needs your help! If you frequent a retail store, restaurant, hotel, resort, spa, etc. they may be willing to donate an item or gift card to promote their business to others within our community. Please contact Paula Brunner (paulabrunner@earthlink.net) to confirm that no one else has already solicited the same businesses you are considering. Businesses you frequent outside of our area can help to expand the base of businesses that support our event.

For the Live Auction, “Experiences” sell. Anyone with ideas for group outings, parties, or events should contact Sandi Vollmer (dsjvollmer@aol.com). We are also looking for the following items to create or add to packages:

- Access to a Suite at the Bradley Center for a Bucks game, other sporting event, or concert
- Airline tickets or frequent flyer miles
- Hotel gift cards or hotel points
- Catering service or gift cards for appetizers and beverages for party
- Maid service for before and after party
- Miller Park VIP Access Tours (for use with Midwest Suite)

CLASS PACKAGES

Work is underway on the class packages. These packages are integral to the success of the auction and we need everyone’s support in this effort. Please respond to your class coordinator’s requests today!

Grade	Theme	Class Contact
K	“My Favorite Things”	Kate Wimmer
1 st	Kindle	Gina King
2 nd	WI Dells	Arliss Lopina
3 rd	ipad	Jen Biwer
4 th	Sports basket Kitchen basket	Anne Chard
5 th	ipad	Valeria Kopulus
6 th	Geek Squad	Darcy McCormick
7 th	Chicago Trip	Peggy Hess
8 th	Booze Basket	Kim Schulze

Volunteers needed to solicit 2 to 5 businesses for auction donations – Contact Paul Brunner for solicitation information and materials:

paulabrunner@earthlink.net

Do you have an idea for an item that you would like to see offered during our auction?? – Please contact Paula or Sandi with ideas and we will do our best to obtain items of interest!



Photos (above and below) from 2009 Midwest Airlines Suite/Brewers Game - The 4th grade boys parents purchased this package during the 2009 Event. Everyone had a great time at the ballpark. This package raised \$1,400 for the school! We have secured this package again this year (Thanks to the Rebholz's) for a game against the Cubs - awesome!



Sponsorship Update

We are off to a strong sponsorship start in 2010 with over \$8,000, plus in-kind commitments. Following is the current list of event Sponsorship opportunities for 2010:

Dinner Sponsor \$1,000

Dessert Sponsor **Filled - Shorewest Realtors**

Hors d'oeuvres Sponsor \$500

Music Sponsor **Filled - Showtyme Entertainment**

Hole In One Sponsor **Filled - Biwer (Bob and Theresa) and Darrow Automotive Group**

Golf Cart Sponsor **Filled - American Transmission Corp**

Limousine Service Sponsor \$600

Lunch Sponsor \$500

Beer Station Sponsor \$500

Winning Team Sponsor \$500

Putting Contest Sponsor \$500

Range Sponsor \$500

Dinner-Martini Bar Sponsor **Filled - Holzhauer (Don and Lindsey) & Brown (Kim and Dan)**

Hole Sponsor - Corporate \$225

Hole Sponsor - School Family \$100



"Hot Summer Slice" Golf and Dinner Auction
St Anthony on the Lake Catholic School
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Website:

<http://school.stanthony.cc/support.cfm>

E-mail:

Sta.golf@wi.rr.com

Following is a listing of Leadership Sponsor Opportunities:

PLATINUM \$5,000 (currently 1)

Golf for 4

Beverages on the Course

Dinner for 10

Limo service for guests joining the dinner

Engraved Donor Plaques on 2 Computers

Full page ad in Program and Hole Sponsorship Signage (marquee sponsor advertising on all event mailings, website, and other materials is available for our first Platinum Sponsor)

GOLD \$3,500

Golf for 4

Beverages on the Course

Dinner for 10

Engraved Donor Plaque on 1 Computer

½ page ad in Program and Hole Sponsorship Signage

SILVER \$2,000

Golf for 4

Dinner for 8

¼ page ad in Program and Hole Sponsorship Signage

BRONZE Golf \$1,000

Golf for 4

Dinner for 4

Business card sized ad in Program

BRONZE Dinner \$1,000

Dinner for 10

Preferred Table

Business card sized ad in Program

HSS Newsletter Printed by [Sells Printing](#)
and Larry Lopina (Allison Grade 2)
- Thank You!