



Administration Approval Letter



Thank You for scheduling a Readola Readathon brought to you by Blue Ribbon Books. We're excited that you are giving your students the chance to explore Award Winning books from all over the United States!

Readathons follow these simple steps:

- Create Reading Roadmaps
- Notify Parents/Guardians and Teachers of the ability to support their students through donations or purchases.
- Reward students for completing books on their Reading Roadmap, securing donations and/or encouraging the purchase of books from their Roadmap.

There is no obligation to the school or the families or the students to participate or to make purchases. We simply ask that you endorse the activities, and make sure that students are allowed time to work on their Reading Roadmap.

Your school/organization receives 75% of all donation dollars collected, plus 25% of all other purchases made through the Readathon. *All promotional materials, event management, incentive programs, credit card fees, database research and management, and any other program expenses are paid by Blue Ribbon from the portion retained by us.*

Additionally, you may choose to offer a 25% discount on all purchases from the Books on Tour database for your staff. *(Includes school use, however these purchases are not eligible for the 25% rebate offered on full price purchases).*

To participate, please sign and return this letter via email service@booksontour.org—or fax to (888) 883-4719

School Name: _____ Enrollment: _____

School Address: _____ School City: _____ State: _____ Zip: _____

Sponsor Name: _____

Sponsor Phone: (_____) - _____ Email: _____

Principal Signature: _____ Agreement Date: _____ / _____ / _____

Blue Ribbon Books Representative: _____