



March 30, 2015

Dear Summer Feeding Sponsor,

Are you getting ready to fuel your summer foodservice program? As National Dairy Council prepares to celebrate 100 years of supporting healthy communities and healthy children, Midwest Dairy Council would like to offer an opportunity to support your plans to feed the children in your community this summer!

Midwest Dairy Council has additional summer foodservice toolkits available. We are extending the deadline for applications to offer this opportunity to sponsors. Each tool kit includes resources to market your summer school meals site to your community. It also includes equipment to help keep milk cold! Giving children cold milk is a priority for us! Each toolkit is valued at approximately \$285 and is available to Open SFSP Sponsors that are planning to increase participation in the Summer Food Service Program (SFSP).

The enclosed application requests information regarding your summer foodservice program and plans for utilization of the equipment and materials. Please complete the application by the deadline to be considered to receive the toolkits. Each designated site will receive (each sponsor may request up to 5 sites):

- One (1) FUTP60 Soft sided insulated bag to keep milk cold
- One (1) Travel Cart for FUTP60 Soft sided insulated bag (to transport the cold milk with ease)
- One (1) FUTP60 Summer Foodservice Banner
- One (1) USB Flash Drive with free banner, marketing flyer and yard sign templates, cold milk fact sheet, publicity consent and photo tip sheet
- One (1) \$100 VISA card for printing of free downloadable materials on USB Flash Drive

Completed applications must be postmarked or received electronically by Friday, May 15, 2015 at 11:59 p.m. C.S.T.

Mail completed applications to:
Midwest Dairy Council
Attn: SFSP Application
8645 College Blvd. Suite 250
Overland Park. KS 66210

Or, email completed applications to:
midwestdairycouncil@midwestdairy.com
Subject Line: SFSP Application