



“Letters From Santa” Program Instructions

Santa Claus Publishing & Tees is committed to making it easy for you to introduce “Letters From Santa” at your locations this year. Please call our Customer Service Center at 800.345.7624 with any questions.

Program Schedule

We suggest the following schedule for each participating location:

1. **Mid-October:** (or two weeks prior to opening of event) Begin distribution of “How to Send a Letter to your Favorite Child” Bag Stuffers in shopping bags, monthly statements or as handouts. Launch advertising with local media.
2. **November 1:** Have your Santa’s Post Office Display up with the assortment of Santa Letters and Envelopes displayed for customer selection. Post Banners on walls, windows and/or floor stands.
3. **November 16:** (and periodically thereafter) Forward Letters returned to your display to our Postmarking Service in Santa Claus, Indiana. Customers will have already addressed and stamped each letter. Use the pre-labeled shipping envelopes included in your supply kit.
4. **December 7:** Take down Santa’s Post Office Display and make final shipment of returned letters to Santa Claus, Indiana for official postmarking. Use the easy-to-follow shipping instructions included in your supply kit.

Postmarking Service

Customers will appreciate this value-added service when they learn that YOUR postmarking service will be processing their Santa Letters this Holiday Season! Working in conjunction with the United States Postal Service, our annual Postmarking Service operates as follows:

1. At the start of the program send all letters to us weekly using the pre-addressed USPS envelopes provided. We will postmark them and send them out on the day we receive them. Thus, a few days later the children who receive their letters will be out telling their friends, and this will result in new customers for you. After the first week, send your letters periodically based on volume returned. You may make as many shipments as you wish. For your convenience we have provided (5) pre-addressed shipping envelopes.
2. MAKE SURE THAT ALL LETTERS HAVE POSTAGE AFFIXED.
3. Mark each envelope you ship plainly with your name, address and city. This is your identification.
4. SO THAT THE CHILDREN RECEIVE THEIR LETTERS BEFORE CHRISTMAS, PLEASE ALLOW ENOUGH TIME FOR YOUR PARCELS TO REACH SANTA CLAUS, INDIANA, BE POSTMARKED AND REDELIVERED.
5. Ship all letters to:
Santa Claus Publishing Co.
45 North Kringle Place
PO Box 154
Santa Claus, Indiana 47579
6. **Make final overnight shipment no later than December 13.**

Letters returned to you after final shipment should be postmarked at your local Post Office for timely delivery.