

Deaf Children's Literacy Benefit Gala Advertisement



Georgia Association of the Deaf



Deaf Children's Literacy Benefit Gala Advertisement Invitation

December 14, 2011

Dear Potential Advertiser:

Would you like to promote your business and align with a huge community event that receives local, regional, and national attention? If so, now is your opportunity to do so! A select few companies will have a rare opportunity to serve as **exclusive advertising sponsors** for the Deaf Children's Literacy Benefit Gala.

Proceeds help support Georgia Association of the Deaf's numerous programs benefiting our deaf children and youth in the state of Georgia. The gala will benefit the Atlanta Area School for the Deaf and the Georgia School for the Deaf's literacy projects. We hope you will participate as advertisers to help us in reaching our fundraising goal by promoting Deaf Children's Language Acquisition and Literacy through the use of American Sign Language!

The Deaf Children's Literacy Benefit Gala is a first-class affair set in the newly renovated ballroom of J.W. Marriott Buckhead hotel in Atlanta, Georgia. A seated affair only ballroom filled with guests will gather together for this cause where we will be raising funds to help promoting Deaf Children's Language Acquisition and Literacy through the use of American Sign Language!

Our 2012 event is slated for Saturday, May 26, and it's one you won't want to miss as it is our principal fundraiser. The Gala is especially meaningful as it represents our deaf children in the state of Georgia and as part of our service to the community! We will also have a live auction of multiple items that includes the artwork of the Deaf Children from both schools. We also will be doing a book drive where we hope to raise one thousand books for the schools' libraries.

During the program, we will honor our teachers of the Deaf, those individuals and entities who have made significant educational contributions to our community. We will also pay tribute to our volunteers and those who have led our organization over the past 100 years.

We are delighted to announce that NeNe Leakes of Real Housewives of Atlanta and Celebrity Apprentice will be appearing and performing at this special Gala. Howard Rosenblum, the civil rights attorney and Chief Executive Officer of National Association of the Deaf, will be speaking at the gala as our keynote speaker which will be introduced by Mrs. Leakes. Vyron Kinson, who is deaf, will be the event's DJ which will be spinning music after the program.

One key component of the Deaf Children's Literacy Benefit Gala is a professionally-designed program book that is distributed to all guests. We feel confident that this publication will leave a lasting impression on everyone who sees it, and will be a great tool to promote your business, as well as your support of literacy in general.

At this time, only a few advertising opportunities remain for our 2012 program book. Event buzz is high, and ad rates are reasonable. It's a perfect year to promote your business and align with what continues to be considered the "premiere" nonprofit event in support of the Deaf Children's Literacy in Georgia.

Advertisement slots are going quickly, so please reserve your spot today!

Warmest Regards,



Christopher Patterson
Deaf Children's Literacy Benefit Gala Chair



GEORGIA ASSOCIATION OF THE DEAF GALA ADVERTISEMENT AGREEMENT FORM

Deaf Children's Literacy Benefit Gala

ADVERTISER GENERAL INFORMATION		
Company Name:	Contact Person:	
Address/City/State/Zip:	Position Title:	
Email:	Contact Phone: <input type="checkbox"/> VP <input type="checkbox"/> Voice <input type="checkbox"/> TTY	
AGREEMENT		
<input type="checkbox"/>	Yes! We definitely want to advertise in the Deaf Children's Literacy Benefit Gala program book!	
<input type="checkbox"/>	Sorry, we are not able to advertise in the Deaf Children's Literacy Benefit Gala program book. In recognition of your important work for the Deaf Children, we wish to make a contribution of \$ _____ on our behalf.	
CHOICE OF EXHIBITION FOR THE DEAF CHILDREN'S LITERACY BENEFIT GALA PROGRAM BOOK (PLEASE CHOOSE ONE)		
Full Page (4.75"W X 7.75"H) <input type="checkbox"/> Color - \$300.00 <input type="checkbox"/> Color Only Outside Back Cover - \$500.00 (one chance) <input type="checkbox"/> Color Only Inside Front Cover - \$400.00 (one chance) <input type="checkbox"/> Color Only Inside Back Cover - \$400.00 (one chance) <input type="checkbox"/> Black and White - \$150.00	Production Requirements: • Accepted file format: High Resolution PDF by email. Contact Christopher Patterson with file questions. • Convert all fonts to outlines where applicable. • Images should be no less than 300 dpi. • Scanned documents cannot be accepted as artwork. • Advertising proofs will not be provided. Please Note: We cannot accept any ad, photo or illustration that is in a Microsoft Word, Microsoft PowerPoint or Microsoft Publisher document. All fonts MUST be included, embedded or converted to outlines. Advertisements must be submitted no later than April 31, 2012. Space Reservation Deadline: April 15, 2012	
Half Page (4.75"W X 3.75"H) <input type="checkbox"/> Color - \$150.00 <input type="checkbox"/> Black and White - \$75.00		
Quarter Page (2.25"W X 3.75"H) <input type="checkbox"/> Color - \$75.00 <input type="checkbox"/> Black and White - \$40.00		
PAYMENT ARRANGEMENTS (PLEASE SELECT ONE)		
<input type="checkbox"/>	Enclosed is our check for the Advertisement <input type="checkbox"/> W-9 form needed	
<input type="checkbox"/>	We will pay for the advertisement by credit card. Please send instructions on payment by credit card. <input type="checkbox"/> W-9 form needed	
<input type="checkbox"/>	Please invoice us. <input type="checkbox"/> December 2011 <input type="checkbox"/> January 2012 <input type="checkbox"/> February 2012 <input type="checkbox"/> March 2012 <input type="checkbox"/> April 2012 <input type="checkbox"/> W-9 form needed	
EXHIBITION ACKNOWLEDGEMENT AND AGREEMENT		
Cancellation Policy: Advertising contract and space is assigned on a first-come, first-served basis. Full payment must accompany the contract and no refund will be issued after the contract is processed. I agree with the deadlines set forth by Georgia Association of the Deaf in this advertisement form.		
<input type="checkbox"/>	Yes I agree with the advertisement acknowledgement and agreement. I also agree with the cancellation policy and the deadlines set forth by GAD.	
Signature: _____ Date: _____		
Thank you for agreeing to advertise in the Deaf Children's Literacy Benefit Gala program book. Please sign this form and mail this signed form to confirm advertisement space. If you have questions regarding your sponsorship (if you are a sponsor), please contact Christopher Patterson at gala@gadeaf.org.		
Georgia Association of the Deaf c/o Through Deaf Children's Eyes Gala Chair Post Office Box 615 Hiram, Georgia 30141		
You may fax the signed form to: Christopher Patterson at 1-800-594-4180 (please email me to notify) You may scan the form (PDF) and email to: Christopher Patterson at gala@gadeaf.org.		
FOR OFFICE USE:		
<input type="checkbox"/> ADVERTISEMENT AGREEMENT FORM RECEIVED	<input type="checkbox"/> W-9 SENT (IF REQUESTED)	<input type="checkbox"/> INVOICE RECEIVED (IF REQUESTED)
<input type="checkbox"/> PAYMENT RECEIVED	<input type="checkbox"/> CONFIRMATION SENT	<input type="checkbox"/> ADVERTISEMENT RECEIVED