



Celebrating Community!
2011 INTERNATIONAL DINNER DANCE


P.S. 101Q's Parent's Association, Inc.
2 Russell Place, Forest Hills NY, 11375

www.pa101.org

Tel. (718) 268-7230
Email: pamail@pa101.org

March 2011

Dear Retailer:

Our biggest, annual community and fundraiser event, P.S. 101Q's *International Dinner: Celebrating Community*, is scheduled for June 11, 2011. I am writing to extend an opportunity to **YOUR BUSINESS** to place an ad in our *Celebrating Community Appreciation Program* which will be distributed to all the attendees and will be seen by the 300+ teachers, parents and neighbors who share this special event with us.

Also known as "The School in the Gardens," we are the local Forest Hills Gardens public elementary school that serves children in our community from Pre-K through 6th grade. We are proud to be a high performing school, where students continuously score at or above standards set by the NYS Department of Education. Our success is due, in part, to the school's continued efforts to fund programs and activities that develop successful, capable individuals as they move towards higher education and beyond. With recent educational budget cuts, funding has decreased dramatically. We therefore rely on support from organizations such as yours to keep our programs alive.

P.S. 101Q's *International Dinner: Celebrating Community* is a special occasion that showcases the rich diversity of our student body and our neighborhood. Following years of tradition, the entrance fee is simply sharing homemade dishes from our native countries. It is a highly anticipated and fun evening that also includes music, dancing, special performances and more!

This is a fantastic opportunity for **YOUR BUSINESS** to highlight your products and services, support our school, and increase your client base. We've included a pricelist for your review on the back. You will note that in addition to great exposure in the program, we are also offering placement on our school website www.pa101.org that regularly gets over 5,000 hits per month. For additional information or to place an ad, please contact us.

Thank you for supporting our school!

Marisol Catucci, Co-Chair

Nicola Blankson, Co-Chair

intdinner@pa101.org

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*P.S. 101Q's Parent's Association, Inc. is a 501 (C) 3 Public Charity.
Please consult your accountant regarding eligibility for tax deductions.*

CELEBRATING COMMUNITY APPRECIACION PROGRAM

PROGRAM

Please indicate your 2011 desired ad space:

- Website and Program \$ 300
 Website Only \$ 175 (3 Months)
 Full Page \$ 200
 Half Page \$ 100
 Quarter Page \$ 50

AD SPECIFICATION AND DIGITAL FILE REQUIREMENTS

Full Page 7-3/4" x 10 – 1/4"

Half Page 7-3/4" x 5"

Quarter 3-3/4" x 5" (Portrait Layout Only)

Please be sure to include name, address, email and phone number

- Digital File Formats accepted: PDF, JPG, EPS, TIF, PNG

- Minimum type size recommended is 10-point

- Please proof your final ad to be submitted for size, spelling errors and density of photograph (if applicable), PA Program Staff will not be able to make changes to files received.

Enclosed is my business card or personal message

My ad will be email at intdinner@pa101.org and my payment is _____ enclosed

Attached is the information I want incorporated into the Program, please design my ad.

I've enclosed my payment for \$ _____ (*Payable to: P.S. 101Q's Parent's Association, Inc.*)

Please send to:

P.S.101Q's Parent's Association

Attn: Marisol Catucci/Nicola Blankson, International Dinner Co-Chairs.

2 Russell Place

Forests Hills, NY 11375

Website Ads and Payment are due as soon as possible. (Your Ad will be posted as soon as we get your payment)

Program Ads and Payment (Program) are due by May 20th, 2011

SPONSORSHIP

Please indicate your 2011 International Dinner Dance "Celebrating Community" Sponsorship Item:

- Raffle Grand Prize Item
 Entertainment/ Services
 Food
 Monetary Donation

I've enclosed my payment for \$ _____ (*Payable to: P.S. 101Q's Parent's Association, Inc.*)

Please send to:

P.S.101Q's Parent's Association

Attn: Marisol Catucci/Nicola Blankson, International Dinner Co-Chairs.

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Sponsorship Information and payment are due by May 27th, 2011

RAFFLE PRIZES

Please send an email to intdinner@pa101.org to let us know what you like to donate. All raffle prizes should be sent to P.S. 101's Parent's Association, Attn: 2011 International Dinner Dance.

Raffle Prizes are due by May 27th, 2011