

WEST CHESTER PUBLIC LIBRARY
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Program Book Advertising Sponsor – Invitation Letter

Hello!

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 Seventh Annual Literacy Heroes Awards Breakfast. This regional event recognizes hometown heroes – ordinary individuals who have done something extraordinary – to champion the cause of literacy.

The *Literacy Heroes Awards* is a first-class affair set in the regal ballroom of Longwood Gardens. A standing-room only ballroom filled with guests will gather together for this celebratory breakfast where eight citizens are recognized for their efforts to help promote reading and writing. Guests range from elected officials, to corporate executives, to local residents, to members of the media. Our 2011 event is slated for Friday, April 13, and it's one you won't want to miss. Alicia Vitarelli, anchor at 6abc Action News will serve as our master of ceremonies.

One key component of the Heroes Breakfast is a professionally-designed program book that is distributed to all guests. In addition, the book is posted online, and portions are included in a special section produced by *The Daily Local News*. Distributed on the day of the event, this information is circulated to 30,000 households in the greater-Philadelphia area.

The *Heroes Breakfast Program Book* contains biographical overviews of the literacy heroes, as well as other program information and advertisements from our event supporters. 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 Philadelphia.

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

Warmest Regards,

Howard Sundwall
President, WCPL Board of Trustees