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Letter from the Vice-Chairman

To Whom It May Concern:

The bearer of this letter is authorized by the IDEaL Education Foundation to solicit ads and donations for its annual Dr. Martin Luther King Jr. Scholarship Luncheon. This year's Scholarship Luncheon will be held on **Saturday, January 14, 2017** at the Holiday Inn Chicago Mart Plaza, 350 West Mart Center Drive, Chicago, IL 60654. With the theme "*Forward: A Celebration of Scholars*" this year's Scholarship Luncheon will honor the youth whose work exemplifies the spirit and legacy of the Civil Rights Movement.

The Souvenir Journal of the Scholarship Luncheon is the Foundation's largest source of revenue for scholarships and charitable donations. Your ad contribution will provide much needed support for programming and activities for deserving youth in the Chicago metropolitan area.

To purchase an ad in this year's Souvenir Journal, please complete the attached form and return it to a Foundation board member, or mail it to **The IDEaL Education Foundation, P.O. Box 19439, Chicago, Illinois 60619**. Please remit camera-ready artwork and typewritten text, and protect photographs and artwork by enclosing them in a separate envelope. All checks should be made payable to the IDEaL Education Foundation. The deadline for submitting ad forms and accompanying artwork and text is **January 2, 2017**.

Thank you for your support.

Sincerely,

Marcus A. Payne, Vice-Chairman

Dr. Martin Luther King Jr. Scholarship Luncheon

Souvenir Journal Ad Form

Business/Organization Name : _____

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Address: _____

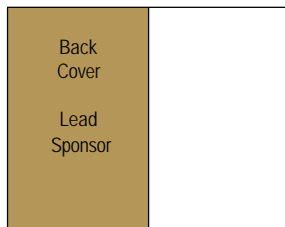
City: _____ State: _____ Zip: _____

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Ad Sizes:

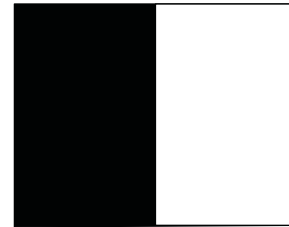
Please check the size of the purchased ad, and submit camera-ready art in **.JPEG (.jpg)** format (minimum resolution 150 dpi).



Back Cover – Color – \$1000



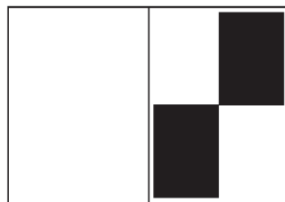
Inside Covers – Color – \$500



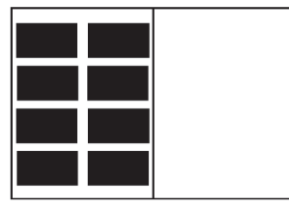
Full Page – B/W – \$100



Half Page – B/W – \$75



Quarter Page – B/W – \$50



Patrons/Business Cards – \$25

- Please make all checks payable to: **The IDEaL Education Foundation.**
- The IDEaL Education Foundation's Federal Tax Identification Number is: **36-3322231**

For more information please contact **Marchello Johnson**, Marketing/Communications:

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- **Phone:** (773) 527-9174