

**National Italian American Foundation
34th Anniversary Awards Gala
October 24, 2009**

**Hilton Washington Hotel
Washington, DC**

Cocktails: 6:00 PM

Black Tie Dinner: 7:00 PM

SOUVENIR JOURNAL ADVERTISING FORM

Title Sponsor (\$50,000)

- * Receives a customized sponsorship package including all benefits of other categories plus Title sponsorship for a specific gala-related event.

Diamond Donor (\$25,000)

- * Prominent Journal Page and other journal recognition
- * Video & verbal recognition during the Gala Dinner
- * Up front table of 10 at the Gala Dinner
- * Invitations to VIP (Dais) reception (10 tickets)
- * Company Web link on NIAF Web site (18 million "hits" annually)
- * A full-page ad in three issues of NIAF's Ambassador Magazine \$6,000 value)

Platinum Donor (\$10,000)

- * Platinum page in Journal
- * 10 premier seating tickets to the Gala Dinner

Gold Donor (\$5,000)

- * Gold page in the Journal
- * 4 tickets to the Gala Dinner

Silver Donor (\$2,500)

- * Silver Page in Journal
- * 2 tickets to the Gala Dinner

White Donor (\$1,500)

- * Black & white page in journal

Tax Information

<i>Sponsorship Amount</i>	<i>Fair Market Value</i>
\$50,000	\$4,000
\$25,000	\$2,000
\$10,000	\$1,400
\$5,000	\$700
\$2,500	\$350
\$1,500	\$150

For further event information, please call Jerry Jones at (202) 939-3102, fax (202) 387-0114 or e-mail jerry@niaf.org.

For advertising copy/design questions, please call Beatrice Santacroce at (202) 939-3120; E-mail: galajournals@niaf.org

Journal Advertising Agreement

- Please sign me up as a Journal sponsor at the \$_____ level.
 - Check enclosed (payable to "NIAF").
 - Please send invoice.
 - Sponsors *not* attending should check here to receive a receipt for a full tax deduction
 - Check here if you would like us to prepare your Journal Page for you.
You may provide language in the box to the right and e-mail your logo to galajournals@niaf.org
- We are unable to advertise, but enclosed is a \$_____ contribution to the NIAF Education & Scholarship Program.

Ad Language:

Full Journal Page Size: 8-1/2" x 11" Camera-Ready or Film.
Film should be right reading, emulsion side down, line screen 133-L.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____

Proceeds to benefit the NIAF Education & Scholarship Program
Note: NIAF is a 501 (c) (3) non-profit Foundation.
Federal I.D. Number 52-1071723

Mail this completed ad form as soon as possible followed by advertising copy to:
NIAF Anniversary Gala Dinner
1860 19th Street, NW
Washington, DC 20009

Or fax ad form to: (202) 234-0651
*Please do NOT fax ad copy
*Ad copy may be mailed to provided address or e-mailed to galajournals@niaf.org.

Printing Deadline: September 25, 2009

SPECIFICATIONS FOR SOUVENIR JOURNAL ADVERTISEMENT

NOTE: WE CAN PREPARE YOUR JOURNAL PAGE IF PROVIDED WITH TEXT AND A .JPG, .TIF, OR .EPS FILE OF YOUR COMPANY LOGO AS SOON AS POSSIBLE. IF WE DO NOT RECEIVE YOUR AD OR ADVERTISING LANGUAGE BY THE BELOW DEADLINE, WE WILL CREATE AN AD FOR YOU.

ARTWORK: A) Please e-mail a HIGH-RES, 300 dpi, .PDF file with all fonts loaded to galajournals@niaf.org or ship on CD/DVD using FedEx, UPS, USPS or other tracking-capable delivery service to:

Attention: Gala Journals
The NIAF
1860 19th Street NW
Washington, DC 2009-5501

C) NO Quark, Excel, Page Maker, Illustrator, or Corel Word Perfect files accepted.

PAGE SIZE: 8 ½ x 11

IMAGE SIZE: 8 ½ x 11 (Plus 1/8" for bleed)
7 ¾ x 10 ½ no bleed

PAPER: 100# Enamel Gloss

INK COLOR: BLACK – NO COLOR ADS ACCEPTED

BINDING: PERFECT

**Ad Submission Deadline:
September 25, 2009**

For further information on journal specifications, contact:
Monica Soladay or Beatrice Santacroe
galajournals@niaf.org 202.387.0600

