

Gems & Jewels



Honorees:

*Mr. Willie P. Blair • Ms. Mary Brown
Dr. Clyde E. Gaines • Ms. Frances K. Jackson
Mr. Luis Natividad • Mr. Ted Patrick
Dr. Shirley Weber*

EVENT: FRIDAY, FEBRUARY 10, 2012 SPONSORSHIPS & ADVERTISEMENTS OPPORTUNITIES

For more information, contact: Ida Ford • (619) 266-2066 • fdsrc@sbcglobal.net • www.fdsrc.org

DEADLINE EXTENDED TO FRIDAY, JANUARY 20, 2012

The cost of this sponsorship or advertisement may be considered a donation and is tax deductible to the full extent allowed by the law (Federal Tax ID #91-1872594).
FDSRC is a 501(c)(3) nonprofit and can receive contributions from corporations, employers, vendors, and local and international unions.

All proceeds benefit the Fourth District Seniors Resource Center.

(FLIER WITH EVENT DETAILS IS ON THE LAST PAGE OF THIS DOCUMENT)

GEMS & JEWELS 2012

SPONSORSHIPS & ADVERTISEMENTS

LEVELS & PRICES

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| SPONSORSHIP includes: | COVER | PLATINUM | GOLD | SILVER | BRONZE |
|---|----------------|----------------|--------------|--------------|--------------|
| Preferred Seating* | ✘ | | | | |
| Event Tickets | 10 | 8 | 6 | 4 | 2 |
| INSIDE FRONT, INSIDE BACK or BACK COVER Ad** | ✘ | | | | |
| Full Page Ad | | ✘ | | | |
| Half Page Ad | | | ✘ | | |
| Quarter Page Ad | | | | ✘ | |
| Eighth Page Ad | | | | | ✘ |
| Name Listing in Program | ✘ | ✘ | ✘ | ✘ | ✘ |
| Name Listing on Website | ✘ | ✘ | ✘ | ✘ | ✘ |
| COST | \$3,000 | \$1,000 | \$750 | \$500 | \$250 |

* Preferred seating with tables closer to the stage will be reserved for highest level sponsors. ** Subject to availability

| ADVERTISEMENT ONLY | Full Page | Half Page | Quarter Page | Eighth Page (~business card) |
|---|-----------|-----------|--------------|---------------------------------|
| <i>(DOES NOT include tickets or listings)</i> | \$300 | \$150 | \$75 | \$40 |

To reserve your Sponsorship or Advertisement, please use the AGREEMENT FORM on page 2.

GEMS & JEWELS 2012

SPONSORSHIPS & ADVERTISEMENTS

AGREEMENT FORM

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SPONSORSHIP LEVEL

(Sponsorship means a higher level of financial commitment)

- Cover**:
- Platinum:
- Gold:
- Silver:
- Bronze:

\$3,000 (Cover Ad + 10 tickets)

\$1,000 (Full Page Ad + 8 tickets)

\$ 750 (Half Page Ad + 6 tickets)

\$ 500 (Quarter Page Ad + 4 tickets)

\$ 250 (Eighth Page Ad + 2 tickets)

** Subject to availability

OR

ADVERTISEMENT SIZE

(DOES NOT INCLUDE TICKETS – tickets sold separately \$35 each)

- Full Page:
- Half Page:
- Quarter Page:
- Eighth Page:

\$300

\$150

\$ 75

\$ 40

PLEASE PRINT OR TYPE

Legal Name of Business Entity _____

Doing Business As _____

Address _____

City _____ State _____ Zip _____

Telephone(s) _____ Fax _____

E-mail _____

Contact Name _____ Title _____

Signature _____ Date of Agreement _____

Orders for sponsorships and ads must be received by **Friday, January 20, 2012. DEADLINE EXTENDED!!**

Enclosed is my check payable to **FDSRC**

I will make my donation via PayPal link at **www.fdsrc.org**

Artwork for ads **MUST** be received no later than **Friday, January 20, 2012.**

Please see Specifications on page 3 of this package. FDSRC reserves the right to refuse to print any and all advertising. Specific placement cannot be guaranteed. In the event of any error, advertiser agrees the maximum liability shall not exceed the cost of the advertisement. Initial _____

Send us your AGREEMENT FORM:

Mail or deliver to: FDSRC, 570 South 65th Street, San Diego, CA 92114

E-mail to: fdsrc@sbcglobal.net

Fax to: (619) 266-1060

GEMS & JEWELS 2012 SPONSORSHIPS & ADVERTISEMENTS SPECIFICATIONS

For more information, contact: Ida Ford • (619) 266-2066 • fdsrc@sbcglobal.net • www.fdsrc.org

IMPORTANT REQUIREMENTS CHECKLIST

- Signed **AGREEMENT FORM** *AND* **PAYMENT IN FULL** due by **Friday, January 20, 2012. DEADLINE EXTENDED!!**
- Ads must be submitted electronically (e-mail, CD, USB drive) in the following acceptable formats:
 - PDF • JPEG (hi-res) • EPS • TIFF • Illustrator (CS4 or below) • Photoshop
- All fonts **MUST** be converted to outlines or embedded; all photographs and support files **MUST** be embedded.
- High Resolution (300 dpi or better) – **DO NOT SUBMIT** files with photographs or original material derived from the internet or websites; **DO NOT SUBMIT** 72 dpi screen resolution GIF, JPEG, etc.
- All final artwork for ads must be received no later than **Friday, January 20, 2012.**
(Email to jan@jlcarpenterdesign.com or send CD, USB drive, proof, etc. to FDSRC, 570 S. 65th Street, San Diego, CA 92114)
- Please submit a 100% size **HARD COPY** proof. Mail the proof to FDSRC or fax it to (619) 501-2812. Note your contact name, telephone and e-mail on the proof, in case we have questions or problems with the file.
- All ads **MUST** be proportional to the sizes specified above (full page VERTICAL, 1/2 page HORIZONTAL, 1/4 page VERTICAL). Ads requiring rework to correct format will be returned. Production services are available at an additional charge. Alternatively, ads that are larger than the space ordered will be billed accordingly for the appropriate ad size.
- Please contact Jan at **(619) 527-2850** or jan@jlcarpenterdesign.com if you have any questions about these requirements, or to confirm receipt of your materials.

| Ad Size | Color | B&W | Dimensions |
|---|----------|----------|---|
| Covers (INSIDE FRONT, INSIDE BACK, BACK) | ✘ | | 8.5"wide x 11"high plus .125" for trimming edges |
| Full Page | | ✘ | 7"wide x 9.5"high |
| Half Page | | ✘ | 7"wide x 4.625"high |
| Quarter Page | | ✘ | 3.375"wide x 4.625"high |
| Eighth Page | | ✘ | 3.375"wide x 2.187"high (~business card size) |

The Fourth District Seniors Resource Center cordially invites you to

Gems & Jewels

Honoring Our  Community Treasures



Join us for a dazzling evening
as some of San Diego's
most seasoned and active
SENIORS receive the
**George L. Stevens
Community Service Award**



Friday, February 10, 2012
6 to 9 pm
(doors open at 5:30)

George L. Stevens Senior Center
570 South 65th Street, San Diego (off Skyline Drive)

Event: \$35/person • Opportunity Drawing - Flat Screen TV: \$10/ticket
Musical Entertainment • Cabaret-Style Seating
Heavy hors d'oeuvres • Beverages
Attire: Cultural or Evening

All proceeds will benefit the Fourth District Seniors Resource Center

SPONSORSHIPS and ADVERTISING AVAILABLE

For tickets and information:

(619) 266-2066 • fdsrc@sbcglobal.net • www.fdsrc.org