

Kingsville's 4th of July Parade

Sponsored by:

The Greater Kingsville Civic Association, Inc.

Kingsville Volunteer Fire Company

www.kingsvilleparade.org

www.facebook.com/KingsvilleParade

March, 2017

TO : Supporters of Kingsville's Independence Day Parade

REGARDING : 2017 Parade Book -- Business Ads, Individual/Family Ads and Patrons

2017 marks the 37th consecutive Kingsville Independence Day Parade scheduled for **Tuesday, July 4th**. Last year's parade expenses were over \$13,000...a considerable commitment for our small community. Once again, we are counting on the support of our loyal sponsors, advertisers and patrons to defray the parade operating expenses, as we do not charge an entry fee for parade participants. Your ad in the Parade Book not only offsets expenses but is **fundamental to the success** of Kingsville Parade!

Enclosed is a copy of your ad as it appeared in the 2016 Parade Book, if applicable. Your continued support and participation in the ad book is sincerely appreciated. If you are providing new copy or are a first time advertiser, please submit the ad in "camera ready" format (not glossy) for full, half or quarter page sizes as noted below by email to ads@kingsvilleparade.org. Complete the attached form and return it by **May 31, 2017** along with a copy of your ad and your check MADE PAYABLE TO: GKCA 4th of July Parade. Mail them to Kingsville's 4th of July Parade, c/o Tom Kneeshaw, 11 Kings Glen Ct, Kingsville, MD 21087. Please note that payment is required with return of the form below and ad copy for publication. Please retain a copy of this completed form for your records. Your cancelled check will be your receipt as we do not submit individual statements. In order to meet our printing deadline, we **MUST** adhere to the ad commitment deadline of May 31st. We thank you for your continued commitment and support of this great community celebration.

Should you have any questions regarding your ad, please contact me. Advertisers will receive a copy of the book by mail following printing. If you have family, friends, neighbors and/or business associates who might be interested in advertising and supporting the Kingsville Parade, please encourage them! The Parade Books are distributed in the community before and on the day of the parade. The Kingsville Parade has grown over the years in both parade participants and those gathering to celebrate Independence Day. Our pledge continues to be "all money collected for the parade, supports the parade!"

Thank you for your continued support!
Linda Alexander, 2017 Parade Chairman
Phone: 410-592-7385

PARADE BOOK ADS – 2017 Independence Day

BUSINESS ADS

INDIVIDUAL/FAMILY ADS

I am enclosing: \$100 for a full page ad------(4-3/8" x 7-1/4") \$60 for a full page ad
 \$60 for a half page ad------(4-3/8" x 3-3/4") \$40 for a half page ad
 \$40 for a quarter page ad------(4-3/8" x 1-7/8") \$25 for a quarter page ad

Repeat last year's ad

New copy submitted by email with copy enclosed

AD FOR: _____

Address: _____ Zip: _____

Telephone: _____ Contact: _____

Questions regarding ads and sponsorships in the Parade Book, please contact Linda Alexander @ 410-592-7385 or linda.alexander@kingsvilleparade.org OR email ad copy to: ads@kingsvilleparade.org

GET FAMILY AND FRIENDS INVOLVED, TOO!

Patron ads are \$2 per line (Example: Joe Smith or The Smith Family or Joe and Jean Smith)

SEND TO: Kingsville 4th of July Parade, c/o Tom Kneeshaw, 11 Kings Glen Ct, Kingsville, MD 21087
(Any questions for the chairman, please call Linda Alexander @ 410-592-7385)