



DISABLED AMERICAN VETERANS
DEPARTMENT OF MICHIGAN

John P. Lamphere
2009-10 Commander

August 31, 2009

Rolly D. Lee, Sr.
Adjutant

Officers and Members
DAV and Members and DAV Auxiliary Units
Department of Michigan

Subject: 2010 Department Convention Book Sales Fund-Raising Program

On behalf of Commander Lamphere and the Convention Book Committee, it is a pleasure to present the 2010 Department Convention Book fund-raising program. This project can be a very successful fund-raising project for participating Chapters and Auxiliary Units, while at the same time, informing the public of the many important services the DAV provides for disabled veterans and their families.

With your active participation, we will plan to publish a superb Convention Program Book. DAV and DAV Auxiliary members are authorized to contact businesses and individuals within Michigan until Wednesday, April 15, 2010 to request sponsorship advertisements to be included in the 2010 DAV Convention Book. We recommend all requests be made in person; telephone calls to well known persons and business associates are acceptable.

We request that sponsorship orders and payments be collected and forwarded to the Department Headquarters on a regular basis. Participating Chapters and Units will receive 50% of the gross sponsorship revenue generated by their members at the 2010 Department Convention. As an additional incentive, the top producing DAV Chapter and the top producing Auxiliary Unit will each receive a \$300 Performance Bonus.

The five (5) varying size ads range in price from \$35 for a business card ad to \$325 for a full-page or a full-color page layout for \$400. Please find enclosed materials to assist you in this project, including Advertising Layout Forms, Sample Sponsorships and Sample Messages. However, if preferred, sponsors may write their own message. An Advertising Layout Form must be completed for each ad. When provided by the sponsor and attached to the Layout Form, camera ready artwork will be published at no additional charge. Participating Chapters and Units may copy and utilize the program material as needed.

Thank you for your participation and we wish you great success as you promote the mission and services of the Disabled American Veterans and DAV Auxiliary. In the event of questions, assistance, or additional material, please contact us at 1-888-448-2328 (toll-free) or (586) 415-8610 or davdomi@aol.com. Again, it is imperative that we receive all Layout Forms and Payments at the Department Headquarters not later than Wednesday, April 15, 2010 in order to meet the contracted printing deadlines.

Yours in Service,

Rolly D. Lee Sr.
Department Adjutant

Disabled American Veterans – Department of Michigan

ADVERTISING LAYOUT ORDER FORM FOR THE DAV CONVENTION BOOK

Please fill out the following information for each advertisement sold. Payment should be attached to the form and sent to:
DAV DEPT HEADQUARTERS, 17779 East 14 Mile Road, Fraser, MI 48026.

1. NAME OF SPONSOR _____
Please Print Clearly

2. ADDRESS OF SPONSOR _____

CITY STATE ZIP

3. SPONSOR TELEPHONE # _____

4. PLEASE CHECK BOX FOR AD SPECIFICATIONS:

NEW AD PREVIOUS AD (NO CHANGES) PREVIOUS AD (WITH CHANGES OR CORRECTIONS)

5. PLEASE SELECT AD SIZE:

1. (\$35) AD 2. (\$75) AD 3. (\$135) AD 4. (\$200) AD
5. (\$325) FULL PAGE AD BLACK/WHITE ONLY 6. (\$400) FULL PAGE COLOR AD

6. MESSAGE SELECTIONS: (DETAILED MESSAGES LISTED ON BACK PAGE)

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24 (OTHER)		

Attached is a list of suggestions/examples of messages to use in your ad. Please review and circle above for your choice. If you prefer to write your own message, circle "other" above, then print clearly or type your message on the lines below or provide your attachment.

7. TOTAL AMOUNT DUE \$ _____

Receipt Request by Sponsor YES NO

Receipt will be mailed to Sponsor name above, if requested. Please indicate your DAV or DAV Auxiliary information below, then sign and date form.

NAME (Please print)	Chapter/Unit Name/Number
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SIGNATURE _____ DATE _____

DATE RECEIVED AT DAV HDQTRS _____ CHK # OR MO # _____

SUGGESTIONS / EXAMPLES OF MESSAGES

Please review the following examples of messages that have been used in ads for the DAV Convention Book. These are just suggestions that you may use, change, or substitute your own message for the Convention Book. Thank you for your support of the Disabled American Veterans in Michigan!!!

1. We Proudly Salute & Stand Behind Our Michigan DAV. Thanks For Making Our Country Free.
2. We Care For Veterans.
3. Proudly Support Our Disabled Veterans.
4. Proudly Standing Behind The Veterans of {Insert Chapter Name, for example Robert H. Cox Chapter #129}
5. Thanks For Our Freedom, It Wasn't Cheap & We'll Never Forget. May The Stars & Stripes Always Fly For Freedom.
6. We're Proud To Support Our DAV.
7. We're Proud To Support Our Veterans. Thanks For Keeping America Free!
8. Supporting The Disabled Veterans.
9. Proudly Supporting Our Veterans.
10. We're Very Proud To Stand Behind Our DAV.
11. We're Proud to Salute Our DAV.
12. Standing Behind The Men & Women Who Sacrificed So Much For Us.
13. We're Proud To Salute & Stand Behind Our Michigan DAV.
14. Compliments of {insert name(s) of individual(s) who contributed}
15. In Memory of {insert names(s)}
16. To The American Veterans of {insert town, county or state} Who Bravely Served & Defended Our Country. We Thank You For Your Sacrifices.
17. Proud To Be A Friend To Our DAV & Auxiliary.
18. We Commend You For Your Dedication & Service.
19. We Stand Behind Our DAV.
20. Saluting The Veterans Who Sacrificed To Keep America Free.
21. We Are Proud Supporters Of The Michigan DAV.
22. Proudly Saluting Our DAV. Thanks For Making Our Country Free!
23. We Take Immense Pride In Supporting Our Disabled Veterans.
24. Other

\$35 Ad Sponsorship Idea for Business Cards

\$75 Ad Sponsorship 1/8 Page

\$135 Ad Sponsorship ¼ Page

\$200 Ad Sponsorship ½ Page

**Only \$325
For A Full Page
(Black & White)
Advertisement!!**

**\$400
For A Full Page
COLOR
Advertisement!!**

**NOTE: Inside Front Cover,
Inside/Outside Back Cover
Available On
First-Come, First-Serve Basis**