



Philadelphia Alumnae Chapter
Delta Sigma Theta Sorority, Inc.
Dr. Monica Johnson Taylor, President



June 19, 2017

Dear Friend,

It is with great pleasure that I inform you of Philadelphia Alumnae Chapter's 90th anniversary! To celebrate this wonderful milestone, Philadelphia Alumnae Chapter will host a special event, ***Power of the Past, Force of the Future: A 90th Anniversary Celebration***, on Saturday, October 28, 2017 at the Hilton City Avenue. This semi-formal event is expected to attract upwards of 400 people who will gather to celebrate our nine decades of service to the Greater Philadelphia community and witness the presentation of the Sadie T. M. Alexander Award, our highest honor, to Dr. Thelma T. Daley, a renowned education and civil rights advocate who also served as 16th National President of Delta Sigma Theta Sorority, Inc.

We are reaching out to request your support of this event, which exemplifies our uncompromising commitment to public service and positively impacting lives of children, adults and families through Delta Sigma Theta's Five-Point Programmatic Thrust in the areas of Educational Development, Economic Development, International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement. With your support, we will ensure that our services to the community, during our 90th anniversary celebration and beyond, will remain effective and engaging.

Your support, through the purchase of an ad for our keepsake souvenir journal would be greatly appreciated. This would be an ideal way for you to showcase your business, organizational activities or support of Philadelphia Alumnae Chapter to all those who attend this highly-anticipated event. By doing so, you will align yourself with an organization that has been a positive force in the community since it was chartered in 1927 as the first alumnae chapter of Delta Sigma Theta in the Commonwealth of Pennsylvania. Additionally, you will support the work of a chapter that belongs to an organization that was founded in 1913 and has provided assistance and support through established programs in local communities throughout the world for 104 years! A sisterhood of more than 250,000 predominately Black, college-educated women, Delta Sigma Theta currently has nearly 1,000 chapters located in the United States, England, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, Jamaica and the Republic of Korea.

Please review the attached Souvenir Journal Advertising Form for various advertisement options. We encourage you to secure your advertisement space early to take advantage of this once-in-a-lifetime opportunity by submitting your ad by September 17, 2017. If you have any questions, please contact Jacqueline Greene at 1stvp@phillyalumnae-dst.org or Dr. Penny Nixon at 2ndvp@phillyalumnae-dst.org.

We look forward to you being a part of an exciting celebration, and thank you in advance for your support.

Sincerely,

Dr. Monica Johnson Taylor
President, Philadelphia Alumnae Chapter

Maxine C. Harvey
Chair, 90th Anniversary Celebration



Philadelphia Alumnae Chapter
Delta Sigma Theta Sorority, Inc.
 Dr. Monica Johnson Taylor, President



SOUVENIR JOURNAL ADVERTISING FORM

SPONSOR INFORMATION

Name: _____
 Organization/Company: _____
 Telephone: _____
 Address: _____
 City: _____ State/Zip: _____
 Email: _____

Please indicate the applicable size page, quantity and price that describes the ad you are submitting:

<u>AD DESCRIPTION</u>	<u>MEASUREMENT</u>	<u>PRICE</u>	<u>QUANTITY</u>	<u>TOTAL</u>
Patron	N/A	\$10.00	_____	_____
Business Card	2" h x 3.5" w (Horizontal)	\$40.00	_____	_____
Quarter Page – Color	4.85" h x 3.5" w	\$60.00	_____	_____
Half Page – Color	4.85" h x 7.5" w	\$100.00	_____	_____
Full Page – Color	10" h x 7.5" w	\$175.00	_____	_____
Inside Front Cover	11" h x 8.25" w	\$250.00	_____	_____
Inside Back Cover	11" h x 8.25" w	\$250.00	_____	_____
Back Cover	11" h x 8.5" w	\$300.00	_____	_____

SOUVENIR JOURNAL ADS

- Email ads to: 90th_Journal@phillyalumnae-dst.org
- All ads should be "high resolution (300dpi)" in JPEG and PDF format in the exact measurement.
- Indicate the selected sizes and the quantity of ads.
- All ads must be in clear black or color print to ensure the highest quality or resolution.
- Ads must be edited for professional presentation.

Submission Deadline: September 17, 2017

Make Check or Money Order Payable to: **Delta Sigma Theta Sorority, Inc.**

Remit Check or Money Order to: Delta Sigma Theta Sorority, Inc.
 PO Box 2356
 Bala Cynwyd, PA 19004-6356

Secure Payment by PayPal: <https://phillyalumnae-dst.org>

Thank you for your Support!

Dr. Monica Johnson Taylor, President ♦ Maxine C. Harvey, Event Chair ♦
 Jacqueline Greene, Committee Co-Chair
 Donna Holmes-Lockett, Committee Co-Chair ♦ Dr. Penny Sparks-Nixon, Committee Co-Chair