

The American Veterans Heritage Center (AVHC)

13th Annual Patriot Freedom Festival 2017

Your Invitation to Advertise

The American Veterans Heritage Center's **13th Annual Patriot Freedom Festival is May 27-28, 2017** at the Dayton Veterans Affairs Campus. We had a very successful Event last May and look forward to a bigger and better event for 2017! **DID YOU KNOW – 2017 is the 150th Anniversary of the Dayton VA (Soldiers' Home)? Our focus for 2017 will be on celebrating the 150th Anniversary!**

With this letter we invite you to **advertise** in our 2017 Patriot Freedom Festival Program. For those who have advertised with us in the past, you are well aware that your advertising dollars support our Festival as well as letting the community know that you promote our efforts. Last year we attracted an estimated 10,000 visitors and participants over the weekend.

The purpose of the ***Patriot Freedom Festival*** is to help The American Veterans Heritage Center's, (AVHC), vision to support our Veterans' **Heritage**: We honor our Veterans by preserving and remembering their sacrifice and call to serve; **Healing**: Our restoration efforts provide places of beauty and refuge for the healing soul; and **Home**: Our variety of events bring visitors to the VA campus, allowing the community to support and interact with our Veterans on their "home" grounds, a safe haven for them since the Civil War.

The value of your ad is multiplied when you consider that 10,000 programs are printed and given out not only to those attending the event, but also to the community several weeks prior to the Festival. We also provide a number of Programs to you upon publication for your distribution. Additionally, any remaining Programs are used to promote the next Festival! We include the Festival Program in every American Veterans Heritage Center, "Get to Know Us" Campaign packet, as well as packets submitted by our Events Committee for public grants. All who participate in our 5K Run/Walk/Roll receive "goodie bag" with the Festival Program included. They are also available at the Miami Valley Military History Museum and at our table setup in the Dayton VA Patient Tower Lobby every month until the new annual Patriot Freedom Festival Program is published!

AVHC's 24-page Festival Program provides information on how to get to the events as well as a venue map. It includes details about our reenactors and entertainers as well as a list of other participants, vendors and non-profit organizations.

Your cost for advertising in our program is listed on the Form, (page 2). Please consider supporting this event with your advertising dollars.

Please contact me at the AVHC by phone at **937-267-7628** with any questions you may have or for further information. Thank you for your time, consideration and support – we look forward to hearing from you!

HELP US CELEBRATE THE DAYTON SOLDIERS' HOME 150TH ANNIVERSARY!

Thank you!

Cindy LaPointe-Dafler
American Veterans Heritage Center
Volunteer Events Director
P.O. Box 28098
Dayton OH 45428-0098
Office: (937) 267-7628

Website: www.AmericanVeteransHeritage.org/
Facebook: www.facebook.com/groups/AmericanVeteransHeritageCenter/
Twitter [@TheAVHC](https://twitter.com/TheAVHC) Instagram [@AVHC](https://www.instagram.com/AVHC)

Instructions

1. Advertisement must be in camera-ready form. Ads may be submitted via email (jpg or pdf files preferred), and may be emailed to americanveteransheritage@aol.com. (Some assistance may be provided)
2. The Patriot Freedom Festival Program Committee will determine placement of ads within the Program and reserves the right to refuse inappropriate material.
3. The print area of the Patriot Freedom Festival Program is approximately 10” wide x 12.5” tall and 24 pages. **Ads will be printed in Black & White ONLY.** All ads must conform to the dimensions listed below.
4. **All ads must be received or reserved no later than Saturday, April 1, 2017.**
5. Retain a copy of this agreement form for your records.

Costs for advertising

NEW RATES for Black & White ads (Cost is approx. \$3.33 per sq. in.)

DESCRIPTION	SIZE	PRICE
Full Page:	10” wide x 12” tall	\$400
Half Page:	10” wide x 6” tall	\$200
Business Card Size:	3.5” wide x 2” tall	\$23
OTHER:	3.5” wide x 4” tall	\$46
	5” wide x 3” tall	\$50
	5” wide x 5” tall	\$83
Quarter Page:	5” wide x 6” tall	\$100
	7” wide x 5” tall	\$116
	7” wide x 8” tall	\$186

OTHER sizes are available; please call for prices and sizes.


For more information, please call **Cindy at (937) 409-5202**, or email to AmericanVeteransHeritage@aol.com

ORGANIZATION					
STREET ADDRESS					
CITY, STATE, ZIP					
AD SIZE: (ex: 3.5x4)		CHECK NO.		AMOUNT	\$
CONTACT PERSON				PHONE	
EMAIL					

Please mail:

1. Your completed agreement form
2. Your camera-ready advertising copy, (**preferred send via email – jpg format**)
3. Your check made payable to “**American Veterans Heritage Center**” and add **PFF Ad** in the MEMO area on your check – OR, go to www.AmericanVeteransHeritage.org



and click on  to make your payment. Please be sure to note “**Festival Program Ad Payment**” under MESSAGE on second page of PayPal form. Note: you need not be a member of PayPal to pay through this site.

4. Mail to: **AVHC Patriot Freedom Festival
Attention: Cindy LaPointe-Dafler
P.O. Box 28098
Dayton OH 45428-0098**

www.americanveteransheritage.org