



March 11, 2009

Name

Address

The PCRA Boathouse Gala: "The Final Drive"

Journal Ads

Dear _____:

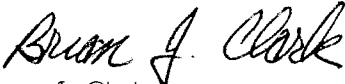
On April 25, 2009, Pelham Community Rowing Association will be hosting the Boathouse Gala to raise funds for the completion of the Boathouse on Glen Island. The Boathouse Gala is PCRA's last and major fundraising event in its "Final Drive" campaign to finish the beautiful rowing facility it is building on Glen Island. While we want everyone to attend the Gala, which promises to be a wonderful and fun evening, this letter is to request your support by purchasing an ad for the journal for the event. In order to achieve our fundraising goal to complete the boathouse, we need to raise sufficient funds through the journal.

The Boathouse has been a dream in the making for over five years, ever since the inception of the PCRA. During that time, PCRA has grown to become a valuable part of our community and an important part of many lives. With an overall cost of \$700,000, we have already raised \$600,000 from governmental and foundation grants, and private support. We are more than halfway through construction. If we can raise the remaining \$100,000 through the Boathouse Gala event, including tickets, raffles, auctions and journal ads, we will have a beautiful new boathouse built by Summer 2009 that our youth and adults will enjoy for years to come.

Please be generous. We need your support now to make this dream a reality. This is the final and major fundraising event for the boathouse. We need the Gala Journal to be a success to make it happen. Information on purchasing an ad to support the Gala Journal is enclosed.

Thank you.

Sincerely,


Brian J. Clark



PCRA Boathouse Gala

"Drive to the Finish"

Journal Ad Form

Please select:

Back cover ad _____ (\$1500); Inside front or back cover ad _____ (\$1250)

Full page ad _____ (\$500); Half page ad _____ (\$250); Quarter page ad _____ (\$100)

Please provide the text of your message (up to 25 words).

Company logos and signatures can be included (provide clean, camera-ready or electronic art).

Please send in your ad by mail, e-mail to bjclark@cbdm.com, or fax to 212.687.3285. [Logos can be e-mailed to the above address (send as jpg. or tif.). Please do not fax logos.

To meet our publication deadline, ad text, logos and payment must be received no later than April 23, 2009.

Make checks payable to: PCRA

Send payment to: Brian Clark
36 Storer Avenue
Pelham, NY 10803
917.887.1844

Thank you.