



October 20, 2008

Dear Community Leader:

DuPont and the City of Wilmington will partner together for the fourth consecutive year to be the platinum sponsors for Delaware's 2009 Dr. Martin Luther King, Jr. Day of Celebration. This is a free family-oriented, educational, and interactive community event held at the Chase Center on the Riverfront in Wilmington, Delaware.

In an effort to enable more organizations to be represented in the 2009 Dr. Martin Luther King, Jr. Day of Celebration, we are offering separate advertising opportunities (\$150 - \$900) for non-sponsors in the 2009 program booklet. Your support will enhance this growing program and give you an opportunity to showcase your organization to thousands of area adults and children.

This event is a non-profit event and funds are being collected via the Delaware Foundation for Science and Mathematics Education. The attached FAQs provide further details about the event and outline the advertising levels that are available.

For the 2009 event, the key note speaker will be **Chris Gardner**, inspiration for the movie "**The Pursuit of Happiness**" starring Will Smith. Chris Gardner's journey from homelessness to a successful financial entrepreneur is a fantastic inspirational story to share with the attendees, especially during these uncertain economic times. The event layout will consist of several zones with specific focus areas such as Wellness, Children, Community Organizations, Education, and Empowerment.

We welcome your support and look forward to your attendance on Jan 19, 2009. For additional information regarding advertisements and sponsorships, please contact us.

Very sincerely yours,

Dr. Martin Luther King, Jr. Day of Celebration Committee  
Website: <http://www.mlkcelebration.dupont.com>



**Wilmington**  
In the middle of it all



# 2009 Dr. Martin Luther King, Jr. Day of Celebration Event and Advertising Information

**What is the date of the event?**

Monday, January 19, 2009: US holiday marking the birth date of Dr. Martin Luther King, Jr.

**Where is the event?**

Chase Center on the Riverfront in Wilmington, Delaware

**Who are the sponsors of the event?**

DuPont and the City of Wilmington are platinum sponsors of the event. For a current listing of additional sponsors, please visit the event website.

**Event website and theme:**

<http://www.mlkcelebration.dupont.com>

ONE DREAM, ONE WORLD, ONE COMMUNITY—Breaking Barriers, Building Our Community

**Is the event a non-profit event?**

Yes, this event is a non-profit event. Funds are being collected via the Delaware Foundation for Science and Mathematics Education. For your reference, the DFSME Tax ID is 51-0371355.

**How many program booklets will be printed?**

3,000 – 3,500

**Advertising Levels**

Donation	Ad Size	Ad Dimensions **	
		Inches TALL	Inches WIDE
\$ 900	Full page	10.5	8
\$ 500	1/2 Page	5	8
\$ 300	1/4 Page	5	3.75
\$ 150	Business Card-Size	2	3.5

\*\* The ad dimensions take into account the use of ¼" margins on 8.5"x11" sheets of paper. The dimensions may be reduced slightly if a greater margin size is needed during the printing process.

**Advertising Rules and Conditions**

- Advertising is accepted subject to approval for publication and the event planning committee reserves the right to decline any advertisement which it considers should not be published.
- The event planning committee reserves the right to decline any advertiser for any reason or no reason at all.
- The event planning committee reserves the right to refuse any advertisement which in its opinion is deemed to be not in proportion and/or upsetting to the layout, balance or general appearance of the program booklet.
- No responsibility can be accepted for any error in or non-insertion of any advertisement.
- All advertisements are accepted subject to space being available.
- Payment is required before the program booklet is printed and no refunds will be made.

**What are the technical requirements for ads? How should ads be submitted?**

- Advertisements should be submitted press-ready (camera-ready). This is material that is ready to reproduce with no typesetting, touch-ups, or changes required. Printed copy will look like the copy submitted.
- Ad copy should be in **black and white**
- Ads should be submitted as pdf files (300 dpi or better)

## **2009 Dr. Martin Luther King, Jr. Day of Celebration Event and Advertising Information (continued)**

### **What is the deadline to submit advertisements?**

Advertising space is limited. Advertisements will be accepted on a "first come – first serve" basis, given the stated advertising rules and conditions, until December 1, 2008.

### **Will ads be printed in black and white or color?**

Black and white

### **May I submit a congratulatory message as an ad?**

Yes, congratulatory messages are welcome as ads per the listed advertising levels and conditions.

### **What will the program booklet look like?**

The program booklet will consist of 8.5" X 11" pages. The program booklet design has not been finalized yet. The booklet will most likely be printed on 11" X 17" sheets of paper, folded in half, and stapled along the center fold.

### **How many people attend the event?**

Approximately 3,000-4,000 people have attended the event each year during the last three years. These are the best estimates provided by the facilities experts and based on existing knowledge of how many people the Chase Center on the Riverfront can accommodate. There is no system to take an official count of attendees.

### **What is the demographic background of event attendees?**

People from all backgrounds attend the event. The audience includes working adults, families, children, senior citizens, and community/business leaders from the Wilmington area. Specific demographic information is not collected or tracked.

### **Whom may I contact if I have additional questions regarding advertising or sponsorship levels?**

Tammy Amos  
Phone: 302-992-4153  
Email: tammy.amos@usa.dupont.com

John Gambale  
Phone: 302-999-2360  
Email: John.F.Gambale@USA.dupont.com

### **What is the process for submitting an advertisement?**

#### TO SECURE YOUR ADVERTISING SPACE:

- Complete the advertising commitment form
- Make your check payable to Delaware Foundation for Science and Mathematics Education
- Mail the signed advertising commitment form and corresponding check to:  
John Gambale  
Attention: MLK 2009 Event Advertising  
Chestnut Run Plaza, Bldg 700, rm 44  
Rtes 141 & 48  
Wilmington, DE 19880-0700

#### TO SUBMIT YOUR ADVERTISING COPY:

- EMAIL the advertising copy to John Gambale at John.F.Gambale@USA.dupont.com

NOTE: Advertising space is limited. Advertisements will be accepted on a "first come – first serve" basis, given the stated advertising rules and conditions, until December 1, 2008.

## 2009 Dr. Martin Luther King, Jr. Day of Celebration ADVERTISING COMMITMENT FORM

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**Advertising Levels**

**Check the box corresponding to the desired advertising level.**

Selection	Donation	Ad Size	Ad Dimensions **	
			Inches TALL	Inches WIDE
<input type="checkbox"/>	\$ 900	Full page	10.5	8
<input type="checkbox"/>	\$ 500	1/2 Page	5	8
<input type="checkbox"/>	\$ 300	1/4 Page	5	3.75
<input type="checkbox"/>	\$ 150	Business Card-Size	2	3.5

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 The dimensions may be reduced slightly if a greater margin size is needed during the printing process.

**By signing this form, I acknowledge I have read the advertising rules and conditions.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_

Organization: \_\_\_\_\_

Your Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_