

DADS' NIGHT

FAMILY + FRIENDS + COMMUNITY



What is Dads' Night?

Entering our 75th year, Dads' Night puts on an annual fundraising show for the Ridgewood Somerville/Hawes Elementary Schools and general public. Our show is the result of a massive effort from over 250 dads who donate their time and "talents". Our dads are responsible for all aspects of the production of the show, from script writing and making costumes to playing all the parts, providing all the music and of course the hilarious acting! Obviously it has had some success because it's been here for 75 years. But the show is just the beginning, Dads' Night is a year round organization that is very involved with our community from coat, turkey and blood drives to outreach programs just to mention a few.

The funds we raise are divided between the two elementary schools supports various projects that the schools' budget may not accommodate. We have helped fund playgrounds, stage lights, seating areas, and a new planetarium. In addition, money raised from our efforts allows us to offer scholarships for graduating high school seniors and support local and national charities.

Our purpose is to give back something a little extra to our children's learning and educational experiences by following our slogan "Family. Friends. Community." Our children are our future and ultimately our legacy.

Why donate to Dads' Night?

- Your ad will be seen by roughly 1,000 people in Ridgewood and the surrounding area!
- Your ad will have you listed to over 650 current and former DN families in our internal website directory!
- Word of mouth! Our community is constantly referring to our Ad Book supporters throughout the year!
- Your ad will directly help Ridgewood students!
- **We are now an operating 501(c)3 Organization, and your donation is tax deductible**

What can you do to support Dads' Night?

Place an ad for your business in our Ad Book!!!

Our Ad Book offers varying levels of support as indicated on the following page.

This letter will be followed up by one of our dads to explain further who we are, answer any of your questions and maybe even tell you a few stories from our shows, even the embarrassing ones.

We hope you will support us for this upcoming show and if you have supported us in the past, we thank you for your continued support.

Any questions please feel free to contact us via email...dn72ads@gmail.com!

Sincerely,
Matt Rosen and John Pisnanont
2019 Dads' Night AD Chairs



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| | |
|---|--|
| Advertiser Name: | |
| Street Address: | |
| Contact Name & Phone Number: | |
| Email: | |
| Signature: | |

Please choose your sponsorship ad level (check box):

| Selection | Ad Size | Ad Rate | Height | Width |
|--|--|----------|--------|-------|
| Ad Book Options (all incl. website listing) | | | | |
| <input type="checkbox"/> | Premium Placement Full—Color | \$550 | 10" | 7.5" |
| <input type="checkbox"/> | Premium Placement Full—B&W | \$450 | 10" | 7.5" |
| <input type="checkbox"/> | Full Page—Color | \$350 | 10" | 7.5" |
| <input type="checkbox"/> | Full Page—B&W | \$250 | 10" | 7.5" |
| <input type="checkbox"/> | Half Page—B&W | \$150 | 4.75" | 7.5" |
| <input type="checkbox"/> | Quarter Page—B&W | \$100 | 4.75" | 3.5" |
| <input type="checkbox"/> | Business Card—B&W | \$75 | 2" | 3.5" |
| <input type="checkbox"/> | Back Book Cover-Color (Monthly Spotlight Ad included) * | \$2,000 | 10.5" | 8.5" |
| <input type="checkbox"/> | Inside Front-Color / Back Cover-Color (Monthly Spotlight Ad included) * | \$1,500 | 10.5" | 8.5" |
| Other Sponsorship Options | | | | |
| <input type="checkbox"/> | Platinum Package: Premium Placement Full—Color / Your logo presented on a “Platinum Sponsors” banner displayed at every Dads’ Night event for the duration of the DN calendar year / Monthly Spotlight Ad included | \$800 | | |
| <input type="checkbox"/> | Golf Outing Hole Sponsor | \$125 | | |
| <input type="checkbox"/> | Donation (please provide your tax deductible amount) | \$ _____ | | |

** Subject to availability. These are reserved on a first come, first served basis.*

Please see the next page for the business end of things...



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Deadline for submission is Thursday, February 14, 2019

Payment Options:

Please make your check payable to "Somerville - Hawes Dads' Night"

- Please mail your check to:

Somerville-Hawes Dads' Night, PO Box 622, Ridgewood, New Jersey 07450

OR-

- PayPal:

Click on the following link and complete the form. Please have your ad dollar amount from the previous page handy. <http://www.dadsnight.org/form.html>

Artwork Submission options:

- We strongly encourage you to forward the artwork for your ad via email to adsdadsnight@gmail.com. The preferable file formats to send are .pdf or .doc in the highest resolution/quality as possible. Please put your business name in the subject line.
- If you prefer the more traditional route, please mail them along with your check to:
Somerville-Hawes Dads' Night, PO Box 622, Ridgewood, New Jersey 07450

If you would prefer to use your ad from the prior year, please check here!

Tips/Hints/Suggestions for the most effective ad!

- Offer a coupon to cut out or a "discount off" a price/service for mentioning Dads' Night...
- Vendors have offered a percent back to Dads' Night for the purchase of goods/services...
- Use a testimony in your ad from someone in DN can help to make your ad relatable...
- If submitting your ad in color, it is recommended that you please forward in the best image format/highest resolution as possible...



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Half page example (4.75" x 7.5"):



Ridgewood Party Rental

Full service local party rental with solutions and services for any event

Dads' Night Owned and Operated

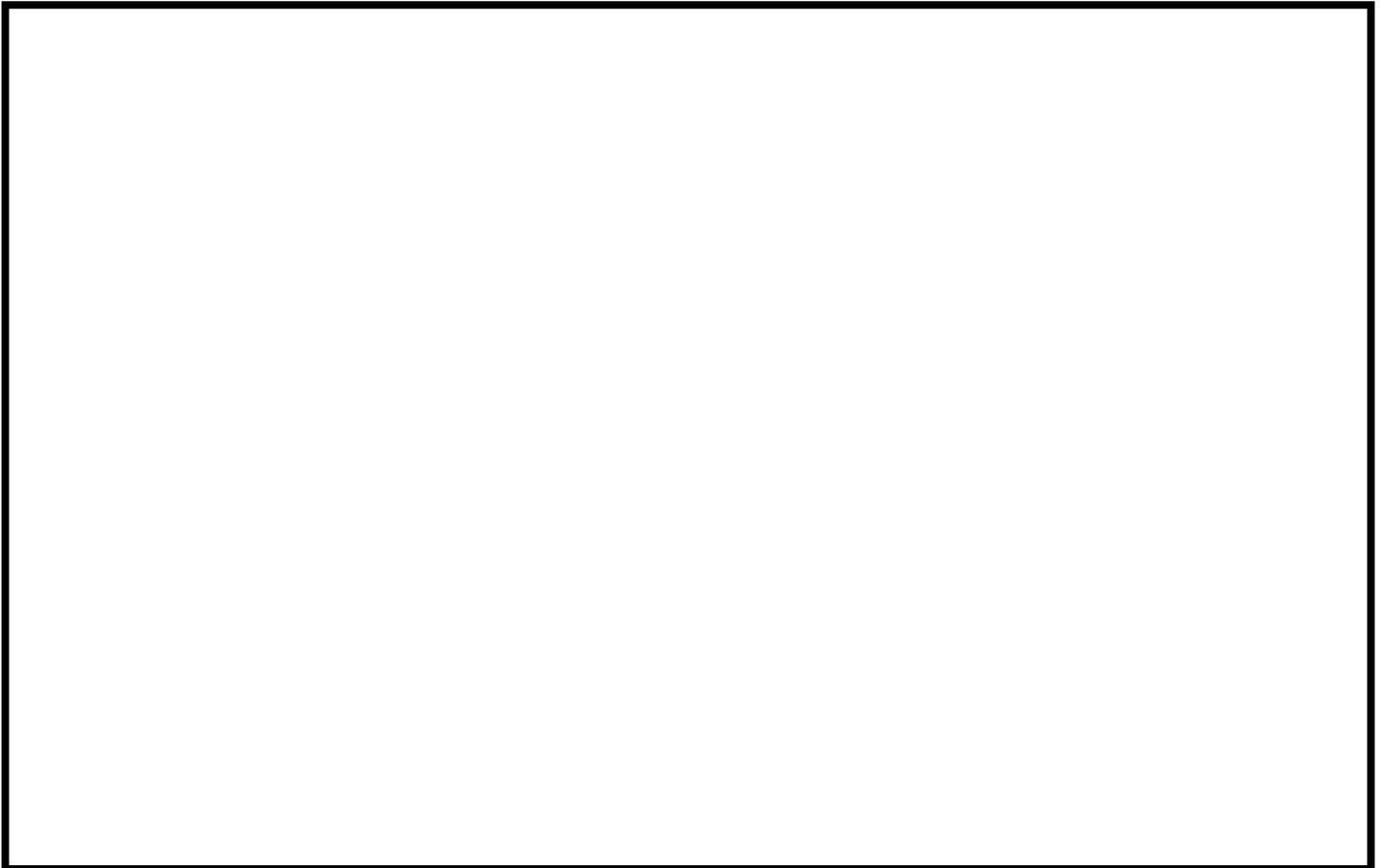
Call Dennis Murphy (917)825-9238

www.ridgewoodpartyrental.com



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Half page template (4.75" x 7.5"):





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Quarter page example (4.75" x 3.5):

A rectangular template with a black border. At the top, the word "MUSKETEER" is written in large, bold, grey letters. Below it, "MUSKETEER LACROSSE" is written in smaller, bold, black letters. Underneath that, "Summer 2015" is written in a smaller, regular black font, followed by "Girls Lacrosse Camp" in a bold black font. In the center, two lacrosse sticks are crossed, with the text "July 13-16", "Waldwick High School", "Grades 2-9", and "9AM- 3 PM" stacked between them. At the bottom, the website "www.musketeerlacrosse.com" is written in a regular black font.

Quarter page template is on the following page...



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Quarter page template (4.75" x 3.5):

