An Evening of Elegance

300 Prestonwood Way
Cary NC 27513
May 18, 2014

Dear Sir and/or Madam:

On Saturday, November 22, 2014, Alpha Kappa Alpha Sorority, Incorporated, Chi Rho Omega Chapter in conjunction with the Cultivating Resources & Opportunities Community Foundation will host its 3rd Annual Pink Ice Gala at Prestonwood Country Club in Cary, North Carolina. The annual event funds our non-profit organization’s scholarships and community service programs. This year we are allocating funds toward students who are high school seniors in Knightdale, Rolesville, Wake Forest, Zebulon, and Wendell, NC. In an effort to make education more affordable to young people our fundraising goal for 2014 is $10,000.

Alpha Kappa Alpha, an international service organization of over 260,000 members, is focused on Global Leadership through Timeless Service. With the support of sponsors and dedicated members, the Chi Rho Omega Chapter has awarded academic achievement scholarships to deserving students throughout Wake County’s Metropolitan area in past years. In order to continue this tradition, we are soliciting your support by purchasing an ad in the 2014 Pink Ice Gala Souvenir Program.

Through your purchase of an ad, we can continue to assist in providing scholarships to deserving young women and men, and to make charitable contributions to those organizations that address the social, economic, and healthcare needs of many of the citizens throughout the Wake County area.

Enclosed you will find a Souvenir Program Advertisement Form and other supporting information. All submissions must be received by October 5, 2014. We thank you in advance and greatly appreciate your support.

Sincerely,

Nadine V. Stewart
CRO President

Kim Best
CRO Foundation Chair

Vicky T. Young & Classiee Kinsey
2014 Pink Ice Gala Souvenir Program Chairs
Thank you for supporting Pink Ice Scholarship Gala, the 2014 Fundraising event sponsored by Alpha Kappa Alpha Sorority, Incorporated, Chi Rho Omega Chapter and the CRO Foundation.

Advertiser’s Name:______________________________________________________________________________
Phone:_________________________________     Email:_______________________________________________
Special Instructions:/Text for ad:___________________________________________________________________
_____________________________________________________________________________________________
_____________________________________________________________________________________________
Ad Sold By Chapter Member (Name): __________________________________________________________________
Thank you for your continued support.
Please make your check payable to: Cultivating Resources and Opportunities Community Foundation

Please forward to:
Cultivating Resources and Opportunities Community Foundation
Attention: 2014 Pink Ice Gala Souvenir Program
Post Office Box 928
Knightdale, North Carolina 27545
Example Ad Sizes Sheet

½ Page
(7.5” x 5”)
$75

¼ Page
(3.75” x 5”)
$50

Business card/patron
(3.75” x 2”)
$25
Full Page
(7.5” x 10”)
$125
To: Sorors of Chi Rho Omega Chapter

From: Soror Vicky Young, 2014 Pink Ice Souvenir Program Chair
       Soror Classie Kinsey, 2014 Co-Chair

Date: May 18, 2014

Soror, thank you so much for participating in the 2014 Pink Ice Souvenir Program. I know with your continued support and efforts, this part of the 2014 Pink Ice Gala will be a success. For your perusal, I have developed an instruction sheet to help with the sale of ads for the souvenir program.

Instructions:

1. Complete the 2014 Pink Ice Souvenir Program Form
   - For each ad sold, a form needs to be completed. If additional forms are needed, please make a copy or download from the website. Ads do not necessary have to be from a businesses/companies. An ad can be from anyone showing support for the chapter, the program, a Soror, etc.
   - Fill in the advertiser’s information. Keep in mind the name on the check may not match the company’s name. It is best to indicate both so that the records match.
   - If there are any special instructions or text for ad, use the space provided. For example, a business may want to use a business card, but don’t want to include the fax number listed on the card. That should be indicated in the special instruction section. And/or use this space to provide the text to be used in the ad.
   - Check the box for the appropriate ad size. (See Example Ad Sizes sheet.)
   - Check the box for appropriate ad art that indicates what is being supplied to create the ad. For example, if a business card is being used, check “business card” found in the Hard Copy list.
   - Complete the sold by chapter member (Name) section.

   Example:

   - Congratulations and best wishes to CRO for a successful Gala!
   - Nancy, we are so proud of you and all the work you do for our community. We love you!
   - Your husband and kids
   - Donnie, Susie and Bob
   - Soror Nakia
   - Good luck and best wishes!
   - Sisterly,
   - Soror Kecia

2. Collect the advertisement form, art work and check (make payable to CRO Community Foundation). Place in a sealed envelope and mail it to the CRO Community Foundation, ATTENTION: 2014 Pink Ice Gala Souvenir Program, PO Box 928, Knightdale, NC 27545. Also, remember that ad information can be emailed to pinkiceads2014@yahoo.com.