

YWCA's 17th Annual *In the Company of Women Luncheon* Event Program Book Advertisement Information

■ **Keynote Speaker**..... **ROSIE PEREZ**, Actress and Activist



Lively, entertaining and celebrated for her television and movie roles over the past 23 years, Perez has also been a vocal activist for a number of causes, especially those related to AIDS and inner-city youth. She serves as the head of the Artistic Board for the Urban Arts Partnership and actively supports the Women for Peace & Justice in Vieques, Puerto Rico. She will deliver an inspiring message that celebrates culture, diversity and the empowerment of all women.

■ **Date** **TUESDAY, March 20, 2012**

■ **Location** **CT CONVENTION CENTER • Hartford, CT**

■ **Time**..... 11:00 a.m. - 12:30 p.m. • Registration/Reception/Vendor Expo
12:30 p.m. - 2:00 p.m. • Program
2:00 p.m. - 3:00 p.m. • Persimmon Plaza

■ **Format**..... Table Captain Guests contribute at luncheon during appeal/check writing ceremony. For guests of sponsors the decision to make an additional contribution during the appeal is entirely personal.

■ **Expected Contribution** **\$150** minimum contribution per guest: tables of 10 (\$1,500 per table)

■ **Sponsorship Opportunities** \$25,000; \$15,000; \$10,000; \$5,000; \$2,500

■ **Individual Seats** \$150 each

■ **Expected Attendance** 1,500 guests

■ **Event Co-Chairs**..... **Stacy Smith Walsh** – Director, Human Resources, Day Pitney, LLP
Jean LaTorre – Chief Investment Officer, Aetna

■ **Past Speakers** 2011 Lee Woodruff
2010 Michele Norris
2009 Jeannette Walls
2008 Anna Deavere Smith
2007 Isabel Allende
2006 Dr. Mae Jemison

■ **To Benefit** Programs and services of **YWCA Hartford Region**
Please visit www.ywcahartford.org for more information about YWCA.

■ **For More Information** Please contact Jane Beup Curtiss of MotleyBeup at (860) 560-7600;
JaneBeup@MotleyBeup.com or visit www.ywcahartford.org



In the Company of Women Luncheon EVENT PROGRAM BOOK REGISTRATION FORM

Proceeds of the *In the Company of Women* Luncheon will benefit YWCA Hartford Region.
Please complete the form below:

**Business/Organization
Name (exactly as it
should appear in
printed materials):**

**Authorizing
Contact:**

Address:

Phone:

Email:

Fax:

**Contact for ad copy (if
different from above)**

Phone

Email

We are pleased to register for the *In the Company of Women* Luncheon Event Program Book as indicated below:

- | | | | |
|--------------------------------|-------------------|-------------------|-------------|
| <input type="checkbox"/> \$350 | 1 full page ad | Ad size 5.5" (w) | x 8.5" (h) |
| <input type="checkbox"/> \$200 | 1 half page ad | Ad size 5.5" (w) | x 4.25" (h) |
| <input type="checkbox"/> \$125 | 1 quarter page ad | Ad size 2.75" (w) | x 4.25" (h) |

**All ads and payments must be received by March 1, 2012 in JPEG, TIFF, CPS or enhanced PDF format and at least 300 DPI.
Please email ads to YWCAAdBook@ywc Hartford.org**

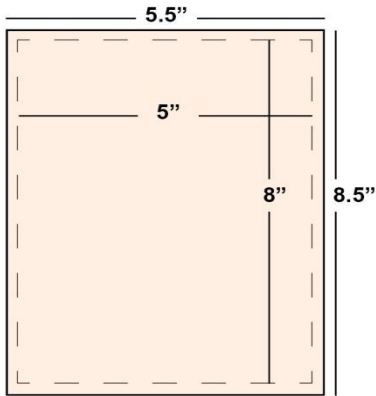
Method of sponsorship payment:

- Please bill me at the above address
- Payment to follow (no invoice necessary)
- Payment is enclosed (no invoice necessary)

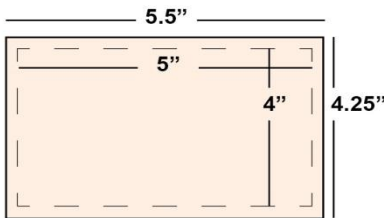
Please send checks payable to: YWCA Hartford Region, Attn. Denice Graves, 135 Broad St., Hartford, CT 06105
For VISA/MasterCard transactions please call Denice Graves at (860) 525-1163 x269

Please submit this registration form as soon as possible to YWCA at:
Email: YWCAAdBook@ywc Hartford.com
Fax: (860) 543-8919
Mail: Attn: Development Department
YWCA
135 Broad Street
Hartford, CT 06105

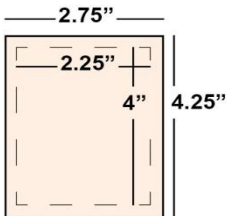
In the Company of Women Advertising Specifications



1 full page
5.5" (w) x 8.5" (h)
Live area: 5" (w) x 8" (h)



1/2 page ad
5.5" (w) x 4.25" (h)
Live area: 5" (w) x 4" (h)



1/4 page ad
2.75" (w) x 4.25" (h)
Live area: 2.25" (w) x 4" (h)

**Preferred File format
is an Adobe PDF:**

All PDF file dimensions must be set up to the ad sizes specified. Fonts must be properly embedded to avoid formatting and layout problems. Please ensure that ad quality is at least 300 dpi.

**Adobe Illustrator or
Photoshop Files:**

For Illustrator, provide file as an AI file or an EPS. Convert all text to outlines. For Photoshop, please make sure the file is either a PSD, or a TIFF.

Quark or Adobe InDesign:

Include all fonts and linked images.

Live Area:

Please keep all copy within the live area in order to maintain legibility when printed.

**All ads must be received
by March 1, 2012**

Please email ads to
YWCAAdBook@YWCAHartford.org

If you have any questions,
please contact Jane Beup Curtiss
of MotleyBeup at (860) 299-4410;
JaneBeup@MotleyBeup.com