

The LESC Annual Dinner and Silent Auction
May 17, 2010
REPLY FORM

WHAT: A cocktail reception, silent auction, dinner and awards ceremony celebrating LESC's 51 years of serving New Yorkers living with chemical dependency and mental illness, and offering essential services for their children and families. We will also celebrate our Bridge2Life Camp & Charles Evans Kids Club for inner city kids.

HONORING: Heidi Albertsen, Supermodel & Gala Ambassador
Justine Simmons, TV Celebrity & Author

WHEN: Monday, May 17, 2010, 6:30 - 9:30 PM

WHERE: Capitale
130 Bowery, New York, NY 10013

DRESS: Business Attire

FULL NAME _____

(as you would like it to appear in printed materials)

BILLING ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

PHONE _____ **EMAIL** _____

*Enclosed is a check for: \$ _____
Please make checks payable to "Friends of LESC"*

*I cannot attend, but enclosed is my
tax-deductible contribution of: \$ _____*

I would like to pay by credit card: \$ _____

Card type (circle one) Visa / MC / Discover / AMEX

CARD NUMBER _____ **EXP** _____

NAME ON CARD _____

SIGNATURE REQUIRED _____

Non-tax-deductible portion is \$115 per person.

Please mail this form with check or credit card payment to:

LESC Annual Dinner
80 Maiden Lane | Second Floor | New York, NY 10038
Ph: 212-566-LESC (5372) | Fax: 212-732-5224 | www.lesc.org/gala

TABLES

___ **Leadership Table -\$25,000**

Prime seating for 10; Leadership recognition at the event; listing in the invitation* and on websites (LESC.org and Bridge2LifeCamp.org); two-page spread in Journal; and mention in LESC newsletter.

___ **Benefactor Table -\$10,000**

Preferred seating for 10; Benefactor recognition at the event; listing in the invitation* and on websites (LESC.org and Bridge2LifeCamp.org); full page ad in Journal; and mention in LESC newsletter.

___ **Hero Table -\$5,000**

Select seating for 10; listing in the invitation* and on websites (LESC.org and Bridge2LifeCamp.org); half page ad in Journal; and mention in LESC newsletter.

* RSVP by 3/12 in order to be listed on the invitation.

TICKETS

___ **Angel Ticket -\$1,000**

___ **Friend Ticket -\$350**

___ **Nonprofit Rate -\$250**

JOURNAL ADS

___ **Outside Back Cover -\$7,500**

___ **Inside Front or Inside Back Cover -\$5,000**

___ **Full Page -\$1,250**

___ **Half Page -\$750**

___ **Quarter Page -\$500**

Journal Ad Art Requirements

Trim Size of Book: 8.5 x 8.5 inches
(live area is .5 inch from trim edges)

Full Page Live Area: 7.5 x 7.5 inches

Half Page Live Area: 7.5 w x 3.625 h inches

Quarter Page Live Area: 3.625 x 3.625 inches

Acceptable Format

Digital file (pdf format w/ fonts & images embedded, accompanied by color proof)

Text Only Ad (submit printed or typed)

Send ads to William Schuler:

wschuler@lesc.org or 212-566-7726

Ad submission deadline is April 19, 2010.