



The BLO Foundation®

A 501c3 Organization.

Founded 2022

Orlando O. Grant | Board Chairman

The Building & Leveraging Opportunities (BLO) 501c3 Foundation



Subject: Opportunity to Advertise in the 60th Anniversary Celebration of Iota Phi Theta Fraternity's Beta Lambda Omega Chapter

Dear [Businesses, Organizations, and Individuals],

We hope this email finds you well. On behalf of the Beta Lambda Omega Chapter of Iota Phi Theta Fraternity Inc., we are excited to extend an exclusive advertising opportunity for our upcoming 60th Anniversary Celebration. We invite you to showcase your brand, support our fraternity, and reach a wide audience by purchasing an ad in our commemorative booklet.

The 60th Anniversary Celebration will be a momentous event, attended by over 500 distinguished guests, including dignitaries, alumni, and members of various organizations. As an advertiser, your message will be prominently featured in the ad booklet, ensuring exposure to a captive audience throughout the event.

Advertising Benefits:

- **High visibility:** Your ad will be seen by over 500 people in attendance, offering excellent exposure and brand recognition.
- **Extensive reach:** Our event will be promoted on the social media platforms of the Beta Lambda Omega Chapter, reaching over 10,000 people and providing additional online visibility for your business or organization.
- **Multimedia presence:** Your ad will be showcased on the video board during the gala, maximizing its impact and visibility.
- **Backdrop recognition:** As guests enter the gala, the ad booklet will be included on the backdrop of partners, further enhancing your brand's visibility and association with our prestigious event.

Ad Pricing includes but not limited to:

- ❖ Full Page (Gilded Gold Level): \$500.00
- ❖ Half Page (Charcoal Brown Level): \$250.00
- ❖ Quarter Page (Centaur Green Level): \$100.00
- ❖ Business Card (BLO Level): \$50.00

We believe that this advertising opportunity presents an excellent chance for you to not only support the Beta Lambda Omega Chapter of Iota Phi Theta Fraternity but also promote your business or organization to a diverse and influential audience. By participating in this initiative, you demonstrate your commitment to the community and align your brand with a reputable organization.



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Please find attached our ad specifications for your convenience. Once you have designed your ad, kindly submit it in PDF format to betalambdaomega@iotaphitheta.org by September 10, 2023. If you require any assistance with ad creation or have any inquiries, please do not hesitate to reach out to us.

We thank you in advance for your consideration and support. Your contribution will make a significant impact on the success of our 60th Anniversary Celebration. We look forward to partnering with you and celebrating this momentous occasion together.

Warm regards,

The 60th Anniversary Gala Committee