

We can only accept high resolution (print OPTIMIZED) PDF files.

AD SIZES: Inches  
(Width X Height)

Full Page . . . . .5 X 8  
Half Page . . . . .5 X 3 7/8  
Quarter Page . . . . .2 3/8 X 3 7/8  
Business Card . . . . .2 3/8 X 1 13/16

Please prepare your ad according to the sizes provided above. These are live area dimensions.

AD SPECIFICATIONS: Please prepare your ad per the specifications below.

Acceptable Material:  
High resolution Adobe Acrobat PDF. Please do not name your PDF file "Rose Gala," use your company's name as the file name.

Line Screen: 133

Preferred Media:  
Electronic file via email, or CD (you must include a hard copy of the cd with your disk). If by email, send to Lisa@childcareabc.org

Half page: 5" X 3 7/8"

Quarter page:  
2 3/8" X 3 7/8"

Business card:  
2 3/8" X 1 13/16"

Sponsors will be listed on the Rose Gala invitation. If we have your reservation/commitment by August 1, 2008, advertisers will be listed on our website once we have your commitment.

The official registration and financial information of the TLLCCF may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement.

Did you remember to?

- select ad size
- include your ad in the format requested
- submit copy if you need your ad created
- do not clip or staple art/photo to form
- enclose payment
- remember the closing date September 12, 2008

# THE ROSE GALA 2008



Photo by Lafayette Hill Studios



*making America better  
by improving early care and education*

SATURDAY, OCTOBER 25, 2008

LOEWS PHILADELPHIA HOTEL

A celebration of children and the people who care  
for them every day

Event Sponsors:



# 21st Annual Rose Gala

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Please complete the information requested below and check the box next to the sponsorship or ad you would like to purchase.

Dear Friend:

Every child deserves a chance to succeed and high-quality early care and education has been proven to lead to long-term success. What is good for children is also good for neighborhoods, regions, and the nation. Encouraging children and providing them with the developmental tools to embark on a life-long quest for knowledge yields improved graduation rates, increased skill levels and better earning potential. Any police chief or district attorney will tell you that high-quality early care and education also yields reduced crime, reduced teenage pregnancy, reduced drug use and better citizens. At the same time it allows parents to work to improve their lot and strive to bring the sometimes seemingly distant American dream back within the reach, hopes and psyches of many families.

TLLCCF will hold its 21st Annual Rose Gala, its most important annual fundraising event, on October 25, 2008 at Loews Philadelphia Hotel. Our ad book is distributed at that time. By purchasing an ad or sponsorship and by attending the event you can help us to provide grants and awards and perform advocacy aimed at improving the quality of early care and education for children from birth to age five. You can also show your support for our principles, and recognize the advancements made through the work of the Committee for Economic Development (CED), this year's Corporate Leadership Award recipient, and by Dana E. Friedman, recipient of our Child Care Advocate Award presented in memory of Anne O. Krancer.

The CED is a public policy organization that "has addressed national priorities that promote sustained economic growth and development to benefit all Americans." Among their advocacy issues has been a two-decade long mission to help influential leaders, policy makers, legislators, and businessmen understand that early care and education spending is an investment with a high rate of return measured in global economic competitiveness for America and an improved standard of living here at home.

Though not a traditional corporate entity, the CED is tied to the corporate world by virtue of its network of trustees and their considerable influence in the business community. Their stance aligns with our sentiment that we can make America better by improving early care and education, making the CED a natural choice as our 2008 Corporate Leadership Award recipient.

Dana Friedman's selection as recipient of our Child Care Advocate Award presented in memory of Anne O. Krancer is also a natural. Dana has been a champion of child care as a primary work – family issue. Throughout a distinguished career that includes time with the Carnegie Corporation, the Conference Board, the Families and Work Institute, Early Care and Education – Long Island, and Women on the Job, Ms. Friedman has been on the leading edge of the way in which the workplace understands and embraces work/life issues for line and staff as well as for CEO's. The 2007 keynote speaker at the Terri Lynne Lokoff/Children's TYLENOL® National Child Care Teacher Awards, Ms. Friedman has become a friend of TLLCCF, much as we have become admirers of her and of her work.

Please help us honor our very worthy recipients and help us continue to do our important work.

The closing dates for ads is September 12, 2008 however earlier commitments help conserve staff time and save production costs. All sponsorship commitments received prior to printing will be noted on the invitation.

Warm regards,

*Marcy Bacine & Tobi Miller*  
Ad Book Chairs

*Gina & John Giordano*  
Rose Gala Chairs

*Sandy & Ed Levin*  
Honorary Chairs

**Honorees:**

Corporate Leadership Award



Committee for Economic Development

Child Care Advocate Award  
in Memory of Anne O. Krancer  
**Dana Friedman, Project Director,  
Early Care and Education - Long Island,  
President, Women on the Job**

Child Care Center Recipient  
of the Child Care Advocate Award  
in Memory of Anne O. Krancer  
**Calvary Baptist Child Care Center  
Norristown, Pennsylvania**

Date \_\_\_\_\_  Reprint Last Year's Ad  New Ad Copy Enclosed  New ad copy to follow

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Solicited By \_\_\_\_\_

TLLCCF accepts Visa, MasterCard & checks.

VISA  MasterCard  Check Amount Enclosed \$ \_\_\_\_\_  Please invoice me

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print name \_\_\_\_\_ Signature \_\_\_\_\_  
(as it appears on card)

Checks should be made payable to:  
TLLCCF  
Mail this form, ad material and  
check to:  
TLLCCF – RG  
320 S. Henderson Road, 2nd floor  
King of Prussia, PA 19406  
Phone (610) 992.1140  
Fax. (610) 992.1070  
Lisa@childcareabc.org

ATTENTION: CLOSING DATE is September 12, 2008

See back page for invitation listing information. (Invitation to follow.)

ROSE GALA SPONSORSHIP PACKAGES	INDIVIDUAL ADS
<input type="checkbox"/> \$5,000 Vice Chair Platinum Border Full Page Ad Seating for 12 *Invitation for 8 to the Pre Rose Gala Reception	<input type="checkbox"/> \$2,000 Platinum Bordered Full Page Ad
<input type="checkbox"/> \$3,500 Corporate Gold Border Full Page Ad Seating for 10 *Invitation for 6 to the Pre Rose Gala Reception	<input type="checkbox"/> \$1,500 Gold Bordered Full Page Ad
<input type="checkbox"/> \$2,000 Benefactor Bronze Border Full Page Ad Seating for 4 *Invitation for 4 to the Pre Rose Gala Reception	<input type="checkbox"/> \$1,000 Bronze Bordered Full Page Ad
<input type="checkbox"/> \$1,000 Patron White Full Page Ad Seating for 2 *Invitation for 2 to the Pre Rose Gala Reception	<input type="checkbox"/> \$600 White Full Page Ad
<input type="checkbox"/> \$800 Sponsor White Half Page Ad Seating for 2 *Invitation for 2 to the Pre Rose Gala Reception	<input type="checkbox"/> \$400 White Half Page Ad
<input type="checkbox"/> \$250 Friend Listing in Ad Book Seating for 1	<input type="checkbox"/> \$250 White Quarter Page Ad
	<input type="checkbox"/> \$175 White Eighth Page Ad
	<input type="checkbox"/> \$125 Supporter—One Line Listing

\*Pre Rose Gala Reception will be held at Bernie Robbins Fine Jewelry – Radnor, PA  
Wednesday, September 24, 2008. To find out about other sponsorship opportunities contact TLLCCF at (610) 992.1140