



Multiple District 23 – Connecticut Lions

November 2011

Dear MD23 Lions,

As chairpersons of the 2012 Mid-Winter Conference and 2012 State Convention, we are writing to let you know about a great opportunity to support the Lions of Connecticut.

For many years, our District and Multiple District leadership has heard your concerns about the high cost of registration for these two annual events. We agree with you, and have decided to introduce a new initiative to reduce your costs and, we hope, increase attendance.

Our plan is to create an Ad Book for our Mid-Winter Conference and State Convention. Lions Clubs, individuals and local businesses will be asked for a donation for the advertisement (at reasonable price points), which will appear in the Ad Book distributed to all attendees at both events. Many of our neighboring Districts and Multiple Districts in New England and other states have produced these Ad Books for years, with great success. We feel strongly that it is time to get this started in MD23, but we can't be successful without your help.

Attached is an order form for placing an advertisement in our MD23 Ad Book. It includes some samples of the types of ads we're looking to have included, so be creative! Toot your own horn! Sing the praises of your club and its activities! Maybe there's a major club anniversary coming up? Maybe you want to thank your District Governor for their outstanding efforts this year? Maybe a local business wants to thank your Lions Club for its service to your town? These are all great ideas for ads. Please distribute the form as you wish.

Special prizes will be awarded at State Convention to the individual Lions Clubs that solicit and collect the most ads and the most donations! Now there's a challenge for you!

Please send in your donations and ads as soon as possible. The submission deadline for both the 2012 Mid-Winter Conference Ad Book and the 2012 State Convention Ad Book is noted on the attached form, so don't be late!

If you have any questions, please let us know. Let's make this initiative a huge success right out of the gate!

In Lionism,

Mark Lyon

Mark Lyon, IPCC
2012 Mid-Winter Conference Chair

Dave Yadach

Dave Yadach, PDG
2012 State Convention Chair



MULTIPLE DISTRICT 23 – CONNECTICUT LIONS

**2012 MID-WINTER CONFERENCE AND 2012 STATE CONVENTION
ORDER FORM – CONNECTICUT LIONS AD BOOK**

Thank you for helping the Lions of Connecticut by supporting our Ad Book for the 2012 Mid-Winter Conference and 2012 State Convention. With the support of our Lions Clubs, individual Lions and local businesses, we will be able to greatly reduce your costs for attending these great annual events.

The Ad Book will be published for both the Mid-Winter Conference and the State Convention. The ad rates below are for **both** publications. The Ad Book will be distributed to all attendees in their registration packets.

The deadline for Ad Book submissions for both the 2012 Mid-Winter Conference edition and the 2012 State Convention edition is January 4, 2012. Please be sure to get your request in on time!

Please complete this Order Form, and return it together with your check and ad copy to:

Mark S. Lyon, IPCC
2012 MWC Chair
118 Long Meadow Hill Road
Brookfield, CT 06804

Please make all checks payable to: “Multiple District 23 – CT Lions”

You may also e-mail your Order Form and ad copy to: lionmarklyon@gmail.com

Please check to size ad desired:

- Full Page Ad \$100.00
- Half (1/2) Page Ad \$ 75.00
- Quarter (1/4) Page Ad \$ 50.00

The following will be sold on a first come/first sold basis:

- Inside Front Cover (One only) \$200.00
- Inside Back Cover (One only) \$200.00
- Outside Back Cover (One only) \$200.00

Contact Name: _____
Lions Club Name: _____
Business Name: _____
Street Address: _____
City/State/Zip Code: _____
Telephone Contact(s): _____
E-mail Address: _____