



**Tuxedo Park  
LIBRARY**

*Come In. Connect.*

**15<sup>TH</sup> ANNUAL MEMORIAL DAY COMMUNITY PICNIC**

Monday, May 28, 2018 from Noon – 2:30 PM

March 9, 2018

Dear Business Owner:

On behalf of the Board of Trustees of the Tuxedo Park Library, I am asking you to support the Library's 15<sup>th</sup> Annual Memorial Day Community Picnic by donating a raffle item or placing an advertisement in our Journal. Our event will be held at the Library on Monday, May 28<sup>th</sup> from noon until 2:30 PM, immediately following the Memorial Day Parade and Memorial Service. All are welcome to enjoy the day's activities, which include food, music, an entertainer, raffles, and games.

The Tuxedo Park Library is the Town's only recreational, cultural, and educational center that serves the entire community, all year long. We provide access to bestsellers, brand new DVDs and music, online databases, Internet access, Wi-Fi, eBooks, and outstanding programs for all ages, including storytimes for children, movies for teens and lectures for adults. The Memorial Day Community Picnic is a much-loved and well-attended event. And with your help, we can make this year's Picnic the best ever.

Here's how you can help:

- Make a donation for our raffle. Past raffles include an HDTV, digital camera, four rounds of golf, power tools, toys, and gift certificates to local businesses and restaurants.
- Make a donation of items we can use on Memorial Day, such as food or beverages.
- Make a cash donation to be used to offset the cost of the event.
- Place an ad in our Memorial Day Journal.

Funds received will support the Library's operations and summer children's programs.

Donation and Advertiser forms are included with this letter. Donors of in-kind items valued at \$100 or more will receive a FREE Business Card Size ad in the Memorial Day Journal (or \$100 towards a larger ad). See the reverse of this letter for further discussion of the journal. Your donation is 100% tax-deductible. Our press deadline is Monday, April 16th, so please don't delay!

Thank you again for your support of the Tuxedo Park Library.

Most sincerely,

Claudia Bakhtiary  
Chairperson, Memorial Day Community Picnic Committee

## **TUXEDO PARK LIBRARY MEMORIAL DAY COMMUNITY PICNIC**

The Tuxedo Park Library sponsors a town-wide Tuxedo Memorial Day picnic every year and we prepare a Memorial Day Journal to promote the event. We distribute the Journal at no charge prior to Memorial Day at numerous outlets around town like the local deli, grocery store, train station, bank, town hall and at the Library. The Journal is also offered to all attendees the day of the event. Our press run is 600 copies.

All Tuxedo residents are invited to the picnic and many hundreds of people do attend the event. Picnic activities have included many kinds of games for children, a DJ, an entertainer, face painting, bounce houses, and lots of food offerings.

An advertisement in the Journal serves several purposes for advertisers, including an opportunity to speak to Tuxedo residents, an opportunity to make your presence known in the community, and an opportunity to support the Library which is a 501(c)3 non-profit charitable organization. All net proceeds from the Journal and the other picnic activities go directly to support the Library's operations and summer children's programs. People who solicit support for the Journal do so as unpaid volunteers so that the only Journal expense that offsets our ad sales is the cost of printing.

The Journal is printed in full color on heavy glossy paper in an 8-1/2 X 11 inch format. There is no extra cost for color in the ads, including color photos. High quality photos reproduce in the Journal extremely well. The Journals from past years can be viewed online at any time -- go to the Library website [www.tuxedoparklibrary.org](http://www.tuxedoparklibrary.org), and click the News And Events tab and then click on the year to display the Journal. The photos in the online versions of the Journals are not as crisp and detailed as the photos in the printed Journal.

In addition to the ads in the Journal, we put insert cards in the Journal with a listing of the phone numbers of all advertisers. We encourage people to put the insert cards in their Tuxedo phone directories so that the phone numbers of advertisers are at hand all year long.