

July 1, 2009

Officers and Members  
DAV Chapters and DAV Auxiliary Units  
Department of North Carolina

Subject: 2010 Department Convention Book Sales Fund-Raising Program

On behalf of Commander George E. Balch and the Department Executive Committee, it is a pleasure to present the 2010 Department Convention Book fund-raising program. This project has proven to be a very successful fund-raising project for participating Chapters and Auxiliary Units, while at the same time, informing the public of the many important services the DAV provides for disabled veterans and their families.

With your active participation, we will plan to publish a superb Convention Program Book. DAV and DAV Auxiliary members are authorized to contact businesses and individuals within North Carolina until Wednesday, April 14, 2010 to request sponsorship advertisements to be included in the 2010 DAV Convention Book. We recommend all requests be made in person; however, telephone calls and e-mail contacts to well known persons and business associates are acceptable.

We request that sponsorship orders and payments be collected and forwarded to the Department Headquarters on a regular basis. Participating Chapters and Units will receive **50%** of the gross sponsorship revenue generated by their members at the end of the program. As an special incentive, the top producing DAV Chapter **and** the top producing Auxiliary Unit will each receive a **\$300** Performance Bonus.

The five (5) varying size ads range in price from \$35 for a business card ad to \$325 for a full-page layout. Please find enclosed materials to assist you in this project, including Advertising Layout Forms, Sample Sponsorships, and Sample Messages. However, if preferred, sponsors may write their own message. **An Advertising Layout Form must be completed for each ad. When provided by the sponsor and attached to the Layout Form, camera ready artwork will be published at no additional charge.** Participating Chapters and Units may copy and utilize the program materials as needed.

Thank you for your participation and we wish you great success as you promote the mission and services of the Disabled American Veterans and DAV Auxiliary. In the event of questions, assistance, or additional material, please contact us at 1-888-432-8838 (toll-free) or (919) 833-5567 or [davnc@bellsouth.net](mailto:davnc@bellsouth.net). Again, it is imperative that we receive all Layout Forms and Payments at the Department Headquarters not later than Wednesday, April 14, 2010 in order to meet the contracted printing deadlines.

Yours in Service,



Wallace E. Tyson  
Department Adjutant

wet/yh