

**2011**  
***SWEET ADELINES***  
***INTERNATIONAL***  
***LAKE ERIE REGION 17***

***Competition and Convention Informational Bulletin***  
***Advertising Information***



***36th Annual***  
***Convention and Competition***  
***May 19 - 22, 2011***

***Renaissance Hotel***  
***Cleveland, Ohio***

***Volunteer Assistance Chorus***  
***Pride of Toledo Chorus***  
***CRC - Lucy Reguerya***

**LOVE NOTES – deadline for submission is April 25, 2011**

This is a section designed just for you, the chorus or quartet member, to send your love to your friends and family for a mere \$5.00! These love notes will be featured on a special page in the Regional Convention/Competition Program. Just print or type your special 60 character message and mail it with your payment to the address below. Get the whole chorus involved!!! It's even available to be used by friends and family so they can send their love to YOU! **PLEASE NO BUSINESS ADVERTISEMENTS. Use the regular program ad form for chorus, quartet, and business ads.**

Here are a few samples to give you some ideas:

*Sally Singer - break a lip!!  
What a BARI!!! Love, Mary P.*

**To my chorus – Give it your best shot!  
Dolly Director**

*Go for it MOM! We're so proud of you!  
Jen, Jim, John, & Sue*

**Ruthie Rookie – welcome to our chorus!**

**ABC chorus sends best wishes to all competitors**

Love notes must be limited to **60** characters – which includes spaces and punctuation. For larger love notes, please refer to advertising forms that follow.

Love notes are \$5.00 each. Please make check payable to Lake Erie Region #17 – and mail or e-mail to:

Barb Wood  
336 East Main Street  
Grove City, PA 16127

Phone: 724/458-7717  
E-mail: [GCHlead@gmail.com](mailto:GCHlead@gmail.com)  
**DEADLINE: April 25, 2011**

If you are e-mailing your request for a love note, please include “Love Note” in the subject line of your e-mail, the name on the check, and your check number.

## CONVENTION PROGRAM ADVERTISING – Deadline May 1, 2011

### VIDEO BILLBOARD ADVERTISING!

Yup – you read that right! We are extremely excited to offer video billboard ads again this year. Get your message out in living color to a captive audience as it scrolls by on two 9 X 12 screens in front of over 700 attendees. Before, during and after each contest session, your ad will project on the screen for all to ooooo and ahhhh over!

The Fundraiser rate of \$50.00 is limited to Sweet Adelines International choruses, regions or quartets. You can advertise any upcoming shows or fund raising events; pay tribute to your chorus director, coach, or Sweet Adeline of the year. What better way to get your message out to the convention attendees?

The Commercial rate of \$100.00 applies to all for-profit businesses, including members and nonmembers. Put your business message out there for all to see!

All ad copy must be 1024 x768 resolution format. Power Point is the preferred media, but .jpg is also acceptable. Ads should be submitted via e-mail, cd, or flash drive (non-returnable), before May 1, 2011. If e-mailing, please include “Region 17 ad submission” in the subject of your e-mail, and please include the name that will be on the check, and the check number to [GHClead@gmail.com](mailto:GHClead@gmail.com).

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Video Advertising Order Form

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

Please check one: Commercial ad \_\_\_\_\_ Fundraiser ad \_\_\_\_\_

If you will be e-mailing your ad copy, please include “Region 17 ad submission” in the subject of your e-mail, and please include the name that will be on the check, and the check number to [GHClead@gmail.com](mailto:GHClead@gmail.com). Or snail mail to:

Barb Wood  
336 East Main Street  
Grove City, PA 16127

**DEADLINE FOR ADVERTISING IS May 1, 2011**

