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June 15, 2018

Dear Friend of the Junior League:

You are invited to participate as an advertiser in one of the Junior League of Houston's time-honored traditions, the Charity Ball Program. As the League's largest annual fundraiser, Charity Ball raises significant funds to support its Community Program and other volunteer initiatives. As one part of the Charity Ball's fundraising efforts, the Charity Ball Program is designed to recognize the dynamic relationships the League has with the Houston community, and Charity Ball underwriters and donors. The program is over 100 pages in length and is a treasured keepsake distributed to more than 800 individuals in the community who support the League's mission, including League members, Tea Room patron members and donors. Since this is the last year the Charity Ball Program will be produced, the final commemorative program promises to be bigger and better than ever.

Along with the Charity Ball Program, the League would also like to extend the opportunity to participate as an advertiser in its award-winning magazine, Houston News. The Houston News magazine is published biannually with a circulation of more than 8,500 League member and Tea Room patron member households and businesses in both the fall and spring.

The Junior League of Houston focuses on a variety of critical issues affecting the community, while providing training and education to prepare members for a lifetime of civic service. In 2018 – 2019, the League will contribute more than \$2 million in volunteer time and direct financial assistance to the Greater Houston Area through 36 community projects, grants and other community collaborations.

On Friday, February 8 and Saturday, February 9, 2019, the Junior League of Houston will host its 71st Annual Charity Ball, the *Fire & Ice Ball*, inspired by the strength, tenacity and vitality of Junior League volunteers and their impact on those we serve. We hope you will consider joining the League's efforts by becoming an advertiser. Both the magazine and program are wonderful and unique advertising vehicles for your organization. Enclosed please find an advertising contract that contains information regarding ad sizes, prices, production specifications and special selections. A League advertising sales representative will be in contact to discuss participation options.

We are grateful for your consideration and hope you will support the *Fire & Ice Ball*, allowing the League to continue its mission of "Building A Better Community."

Sincerely,

Stephanie Lowrey Magers
President

Sara-Nell Van Lant
Ad Sales Chairman

Kathleen Hackedorn
Charity Ball Program Chairman

Tanya Merla Leiber
Charity Ball Chairman

Melissa Matsui
Houston News Editor