



NEIMAN MARCUS

and

The Globe Guilders

Present:



Featuring:

MARCHESA

**Tuesday, March 31, 2020
Hyatt Regency La Jolla**

January 2020

This is the 30th anniversary of the Globe Guilders' Fashion Show, Celebrating Couture. The event is set for March 31, 2020 at the Hyatt Regency La Jolla at Aventine, and will be featuring the Marchesa Fall 2020 collection presented by Neiman Marcus.

We anticipate Celebrating Couture will attract well over 500 of San Diego's most prominent philanthropists and community leaders in support of The Old Globe, San Diego's flagship performing arts institution that reaches 250,000 people each year through its artistic and arts engagement programs.

To bring your message to our patrons, we invite you to advertise in our beautifully created anniversary edition souvenir program, which will be in the hands of over 500 guests on the day of the event. Advertisement sizes range from 1/4 page to full page. Attached is our advertising contract, diagram and additional information on this year's Celebrating Couture.

In honor of the 30th Anniversary Fashion Show, as well as the 65th Anniversary of the Globe Guilders, we will be providing a professional Photographer to make your advertisement in this special edition program unique with a personalized photograph and your own words of congratulations. A complimentary opportunity will be available at the Globe Guilders MFA Luncheon on February 10, 2020, from 10:30 to 11:30am at The Dana on Mission Bay 1710 West Mission Bay Drive, San Diego, 92109.

Your support is greatly appreciated, and we thank you in advance for your consideration.

Sincerely,

Wendy T. Ledford
Celebrating Couture 2020, Advertising Chair

Advertisements need to be received before February 10, 2020

FASHION SHOW COMMITTEE

President, Pam Maudsley Merrill

Chair, Liz Helming

Co Chair, Jo Ann Kilty

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Mary Roberts

Carol Rumsey

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Lisa Berry Shaw

Marisa SorBello

Pam Stafford

Randy Tidmore

Suzie Turner

Gayle Vander Werff

Fran Viertel

Karen Walker

Bonnie Wright

CELEBRATING COUTURE

Ad Sizes for Fashion Show Program

Jacket Cover - Full Page

Trim Size 5.5" x 8" - With Bleed 5.75" x 8.75"

Jacket Cover

Full Page

- Inside Front

- Inside Back

FULL COLOR - FULL BLEED

Trim Size - 5.5" x 8.5"

Bleed - 5.75" x 8.75"

Inside Pages

Full Page

B/W - NO BLEED

Size - 4.875" x 7.75"

1/2 Page

B/W - NO BLEED

Size - 4.875" x 3.875"

1/4 Page Horizontal

B/W - NO BLEED

Size - 4.875" x 1.823"

1/4 Page Vertical

B/W - NO BLEED

Size - 2.437" x 3.875"

Inside Pages

Full Page

B/W - NO BLEED

Size - 4.875" x 7.75"

1/4 Page Vertical

B/W - NO BLEED

Size - 2.437" x 3.875"

1/2 Page

B/W - NO BLEED

Size - 4.875" x 3.875"

1/4 Page Horizontal

B/W - NO BLEED

Size - 4.875" x 1.823"



Presented by:

NEIMAN MARCUS and Globe Guilders

Tuesday, March 31, 2020 at the Hyatt Regency La Jolla at Aventine

SOUVENIR PROGRAM ADVERTISING CONTRACT

Name: _____ Company: _____

Address: _____

Phone: _____ Email: _____

PROGRAM RATES

(SIZE DESCRIPTIONS ON BACK OF CONTRACT)

Inside Front Cover - \$750 (color)

Inside Back Cover - \$750 (color)

Full Page - \$500 (B&W)

Half Page - \$250 (B&W)

Quarter Page - \$125 (B&W)

(No complimentary advertising will be accepted without permission from Fashion Show Chair.)

PAYMENT DUE UPON RECEIPT OF ARTWORK

Please send your advertising contract and payment to Wendy Ledford, 8848 Hampe Court, San Diego, CA 92129. Payment is to be made payable to Globe Guilders. You may provide your own ad in JPEG format (minimum resolution of 320 dpi at the actual size of the ad, please refer to the ad sizing chart on page 3) to Wendy T. Ledford at wendytledford@yahoo.com or (619) 572-6130.

This year, we are offering one chance for a free photoshoot for purchased ads. Details are included in this letter. If you would like to take advantage of this free photoshoot, your photo will be included automatically in your ad spot. Please make a reservation for the photoshoot with Wendy T. Ledford at wendytledford@yahoo.com or call (619) 572-6130. You will need to include with your check your ad spot to Wendy at the same address as above.

Check enclosed in the amount of \$_____ payable to Globe Guilders.

Please charge my credit card VISA MasterCard American Express

Card Number: _____ Security Code: _____

Name on Card: _____ Expiration Date: _____

Billing Address: _____ Zip: _____

Telephone Number for this card: _____

Sorry, I/we will not be advertising in the Celebrating Couture 2020 souvenir program this year, but please accept a tax deductible contribution of: \$_____

Proceeds benefit the Old Globe's artistic and arts engagement programs. The Old Globe is San Diego's flagship performing arts institution, that reaches 250,000 people each year through its artistic and arts engagement programs.

ADVERTISING DEADLINE - February 10, 2020

For Additional information, contact Wendy T. Ledford at (619) 572-6130 or wendytledford@yahoo.com.

THANK YOU FOR YOUR SUPPORT!

