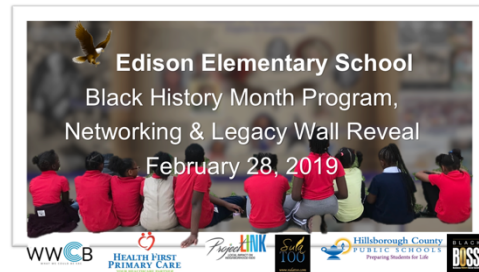




February 8, 2019

Dear Friend of Edison Elementary School,

RE: Edison Elementary School Black History Month Program & Legacy Wall Souvenir Booklet
Local small business community meets neighborhood Residents



I am writing to you about Edison Elementary School's upcoming Black History Month Program & Legacy Wall Reveal occurring in East Tampa at Edison Elementary on Thursday, February 28, 2019, 6pm-8pm.

I invite you to participate by placing your ad in Edison's Black History Month Souvenir Booklet. The ad allows us to cover the costs associated with hosting great events in East Tampa at Edison Elementary School while providing your brand with a phenomenal platform to highlight your commitment to urban development in poor neighborhoods like those in East Tampa.

Edison Elementary is one of 50 failing schools identified by the School District last year renamed "Achievement Schools". As a community advocate for *inclusive* urban school and community transformation, I have joined forces with local nonprofit Project LINK and enlisted the help of others, including the STRAZ Education Department, to help turn Edison Elementary into an "Innovation" school. The STRAZ Education Department is currently working in our free *Seedfolks* Leadership Afterschool Program teaching violin as well as preparing Edison students for the upcoming Black History Program monologues. You may have heard, Edison's October 2018 "Jazz on the Lawn" was well patronized and considered an outstanding event. We've contracted with Sula II, Inc. to create and install the Legacy Wall. We plan to bring even more such experiences to East Tampa's "under-resourced" neighborhoods.

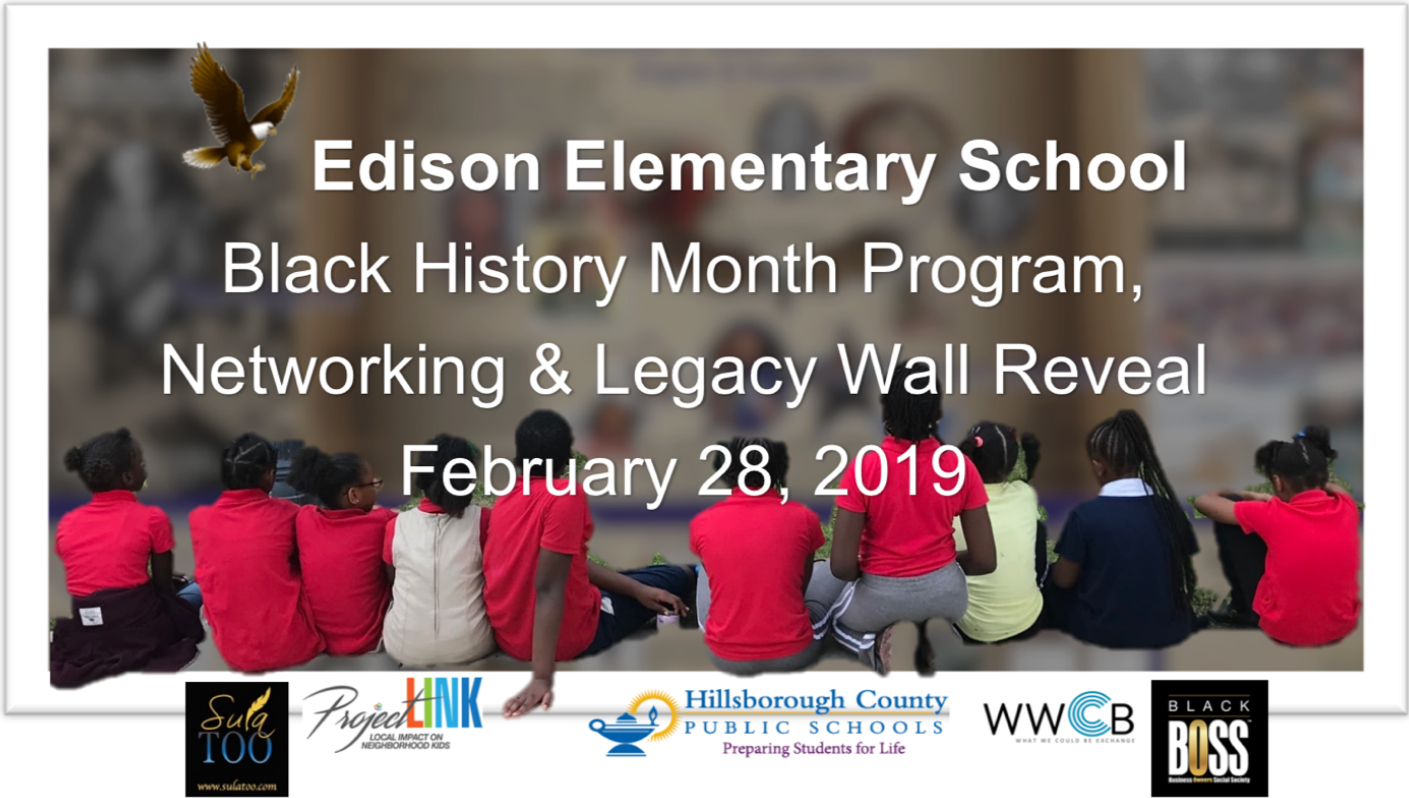
Please take a moment to look at the attached application. If you want to participate, fill out the form and send to my attention at whatwecouldbeexchange@gmail.com with your ad according to the specs as outlined. Make checks payable to What We Could Be Exchange, Inc. or pay through our secure [Paypal](#) account.

Thank you for considering my request for your support. Should you have any questions concerning event details or wish to tour the school, please contact me at (813) 841-8631.

Kind Regards,

Jeannette M. Bradley
What We Could Be Exchange, Inc.

Cc: Marc Gaillard, Principal
Tina Young, Project LINK, Inc.



Commemorative Souvenir Booklet Ad Application

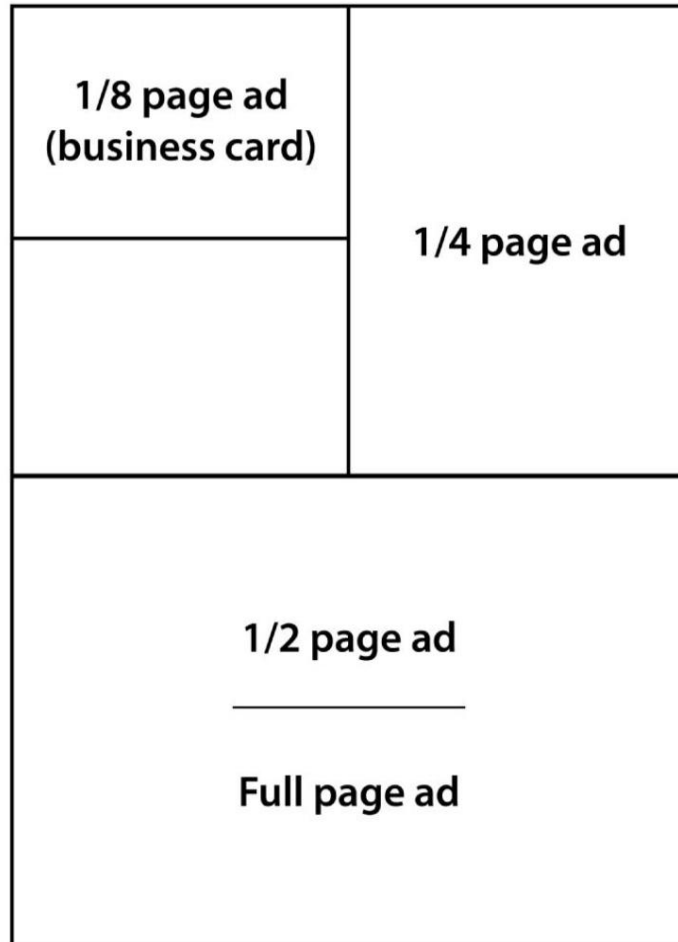
The Edison Elementary Black History Month Program Souvenir Booklet is intended to enhance the attendees' knowledge of the enriched history behind Thomas Edison, the inventor and Edison Elementary School as well as provide an opportunity to take part in the historic installation of Edison Elementary School's Legacy Wall commemorating the lives of the school's namesake, past educators, students, and community advocates who have walked the halls and have had or are well on their way to having significant impact on the school and surrounding community.

In addition, this commemorative souvenir booklet will showcase local residents and businesses providing long term exposure and connectivity for years to come.

RESERVE YOUR SPACE TODAY

Edison Elementary School Black History Month, Networking & Legacy Wall Reveal

SOURVENIR BOOKLET AD SIZES / Prices



- 1. BUSINESS CARD Ad (1/8): \$40.00**
 - Can be a copy of an actual business card (2 x 3)
- 2. QUARTER PAGE Ad (1/4): \$75.00**
- 3. HALF PAGE Ad (1/2): \$125.00**
- 4. FULL PAGE Ad \$250.00**
 - Inside Cover or Center Pages: an additional \$50

Make checks payable to What We Could Be Exchange, Inc. or pay through our secure [Paypal](#) account.



Souvenir Book Ad Guidelines

To ensure quality printing, please note the mandatory specifications below:

One business per ad.

1. All fees paid are FINAL, NON-REFUNDABLE & NON-TRANSFERABLE. Payment must accompany the form.
2. All ads must be "camera ready" in digital format (300 dpi-TIFF or JPEG) and submitted to: Whatwecouldbeexchange@gmail.com no later than **Wednesday, February 20, 2019**.
3. Word, PowerPoint, Publisher and any other file types that are not listed above will NOT be accepted.
4. Ads must be original copy, clear black and white or color print. Our preference to ensure quality is that ads are submitted in digital form to ensure the highest quality reproduction.
5. There is an additional charge for photographs. Black and white logos and small drawings are free in 1/4-page ads and larger, but they should be the correct size for the ad purchased. Photos are not allowed on third page ads or smaller.
6. Photos may be any size, but they will be fit, cropped, or resized to fit as closely in the preset box as possible. We are not responsible for the quality of your photo if these guidelines are not followed.
7. We are not responsible for spelling or grammatical errors. PLEASE REVIEW for accuracy before submitting your ad.
8. The customer represents that it has the legal right to produce all printed materials ordered from the Edison Elementary School Black History Month Program, Networking & Legacy Wall Reception in the event that a charge, claim or demand, or arbitration, action or proceeding (collectively, a "Claim") is made or commenced against **What We Could Be Exchange, Inc.** as if upon, relating to or arising from the alleged wrongful acts of the customers, or alleging that the printing performed or product produced by against , **What We Could Be Exchange, Inc.** ordered by the customer: (a.) infringes any copyright, patent or other proprietary right of any person; or (b.) contains matter that is libelous, slanderous, defamatory, scandalous or obscene, the customer shall indemnify and hold against **What We Could Be Exchange, Inc.** harmless from and against any loss, damages, cost and expense arising from or related to the claim including without limitation; (1.) defending **What We Could Be Exchange, Inc.** against any such claim (2.) paying any judgment or award against the customer; and (3.) reimbursing **What We Could Be Exchange, Inc.** for any legal fees and expenses it reasonably incurs in responding.

I have read and agree to the above specifications and guidelines:

Name (Print)

Signature

Date