

Mario Lanza Institute

Incorporated 1962

A non-profit organization

Mailing Address:
P.O. Box 54624
Philadelphia, PA 19148-0624

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Columbus House
712 Montrose Street
Philadelphia, PA 19147

55 Years of Keeping the Dream Alive!

September 2017

Dear Friend:

The Mario Lanza Institute was incorporated as a non-profit organization in 1962 for the purpose of awarding scholarships in memory of Mario Lanza. Over fifty years later, the Institute has awarded 267 scholarships. The success of this endeavor is due to the continuing financial support of Lanza fans and all who appreciate his musical legacy.

One way that you may help provide support to the scholarship fund is to take an ad in our annual Mario Lanza Ball program book. The ad can advertise your business or organization, be a memorial to a friend or family member or allow you to express your personal appreciation of Mario Lanza.

Enclosed is a form that will help you choose the ad size, a place to show how that ad should appear and payment instructions. **We ask that you return the completed form, with payment, no later than October 14, 2017.**

Mario Lanza possessed a unique and unforgettable voice. We hope that his voice will always inspire young singers and all who love beautiful music. Won't you please help us to continue our efforts to keep Mario's dream alive by taking an ad this year? The Institute, and the scholarship winners, appreciate your support.

Sincerely,

William J. Ronayne
President

Mario Lanza Institute
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2017 Annual Ball Ad Book Application Form

55 Years of Keeping the Dream Alive!

I authorize the Mario Lanza Institute to insert the enclosed advertisement in the 2017 souvenir ad book.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone No.: _____ E-mail _____

Ad Size and Prices

_____ Gold Page: \$125.00

_____ Full Page: \$100.00

_____ 1/2 Page: \$75.00

_____ 1/4 Page: \$50.00

_____ Outside Back Cover: \$150.00 (If available)*

(N/A) Inside Back Cover: \$125.00 (TAKEN)

(N/A) Inside Front Cover: \$125.00 (TAKEN)

_____ **One line** "Best Wishes" \$25.00

Print or type your advertisement in the space below or attach your business card. If you need more space, attach a second sheet of paper. PDF format is also acceptable. Please email the PDF of your ad to wjronayne@optonline.net and mail this form and your check to the address below.
*If the outside back cover is not available then a gold page will be given along with a \$25 donation.