



CELEBRATING 60 YEARS
OF
LIBRARY SERVICE

FRIENDS OF THE ROBERT JAMES TERRY LIBRARY FOUNDATION



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ROBERT JAMES TERRY LIBRARY FOUNDATION

Dear Friend,

Let us remind ourselves how a university library system reflects the strength of the institution's academic programs. It is the training ground for scholars outside of the classroom who will be the future of our community and economic development. According to the Houston Chronicle, March 4, 2007, "The TSU library is in shoddy condition." The structural integrity of the building is at stake and is no place to foster educational growth to our future scholars. Did you know that the current Robert James Terry Library also houses one of the most comprehensive collections of African-American documents from pre-Civil War up to early 20's and 30's?

The Friends of Robert James Terry Library Foundation with your support is kicking off an aggressive fundraising campaign to provide for a new library facility to replace the existing library constructed in 1957. The existing 139,000 library facility has been assessed by an outside engineering firm as well as library staff. It has been concluded that portions of this facility are structurally unsound, that it contains several life safety code violations and is too small to serve the libraries needs. While funding for the construction of a replacement facility has not been obtained, it is the intent of this effort to grow interest in the greater community for a new facility so as to obtain those funds through grants, donations, etc. These funds could then be combined with funds granted by the state or used in whole to provide for a new facility. Already we have great contributions from The Houston Chronicle. This letter highlights two opportunities which will not only give you value in promoting your business but also enable you to become a founding sponsor of the new library. These two opportunities are as follows:

- Friends of the Robert James Terry Library Journal
- Friends of the Robert James Terry Library Foundation Gala, October 5, 2007

The Friends of the Robert James Terry Library Journal offers two potential advertising opportunities. These opportunities include advertising in the May/June 2007 and Oct./Nov. 2007 publications. With the purchase of an ad in either or both of these two publications, your Gala package will be discounted by the price of your ad package. Enclosed you will find details about both of these opportunities.

I am so convinced and hopeful that you will take your place among the leaders of this initiative as a founding sponsor of the new library.

Sincerely,

Lorenza Phillips Butler Jr.

Executive Director

Friends of the Robert James Terry Library Foundation

Publisher Emeritus of the Oldest Continuously Published-Black Newspaper & Radio Company West of the Mississippi River



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FRIENDS OF THE ROBERT JAMES TERRY LIBRARY JOURNAL A Publication of the Friends of the Robert James Terry Library Foundation

2007 Advertising Rates and Specifications

The Friends of the Robert James Terry Library Journal is a magazine with a circulation of 30,000 readers per semester, and an annual circulation of 60,000 readers. The Friends of the Library Journal targets a student and alumni audience as well as friends of the library and your message will reach more than 20 countries worldwide. A new look, we have renewed our commitment to share with our readers the latest library news.

2007 Advertising Rate	1x	2x
Full Page - Outside Back Cover	\$3,950	\$3,800
Full Page - Inside Front Cover	\$3,750	\$3,600
Full Page - Page One	\$3,750	\$3,600
Full Page - Inside Three	\$3,500	\$3,350
Full Page - Inside Back Cover	\$3,500	\$3,350
Full Page - ROP (best available)	\$2,950	\$2,800
Half Page - Standard	\$1,950	\$1,800
Quarter Page - Standard	\$995	\$950

Ad rates shown are gross rates per issue. A 15% discount is allowed for accredited ad agencies and advertisers who provide acceptable electronic ad files as required by ad specifications noted below. Any ad files submitted that are not in final form will be charged the gross rate shown above plus any additional layout, art, design and/or production charges incurred by the Friends of the Robert James Terry Library Foundation in preparing such ad files for printing.

Editions

The Friends of the Library Journal is a bi-annual magazine with editions on the following months: May/June 2007, Oct./Nov. 2007. For the May/June 2007 edition ad space must be reserved no later than 15 days in advance of publication date and all ad materials must also be submitted no later than 15 days prior to publication date. For the Oct./Nov. 2007 edition ad space must be reserved no later than 20 days in advance of publication date and all ad materials must also be submitted no later than 20 days prior to publication date. Contact the Friends of the Robert James Terry Library Journal publisher, Lorenza Phillips Butler Jr. for specific issue space reservations and ad copy submission deadlines at 713-313-1081 or friendsjournal@friendsofterrylibrary.org.



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Mechanical Requirements

Advertising **MUST** be submitted as electronic data and **MUST** be saved at 100% in CMYK to SWOP standards. All elements **MUST** be placed at 100% size.

Ad Sizes - Magazine Trim Size:	8" horiz x 10.5" vert
Full Page Bleed:	8.25" horiz x 10.75" vert
Full Page Non-Bleed:	7" horiz x 9.5" vert
Full Page Live Area:	7" horiz x 9.5" vert
Half Page:	7.5" horiz x 4.75" vert
Quarter Page:	3.625" horiz x 4.75" vert

Acceptable Electronic Ad File Formats

Hi-res (300dpi) .pdf or photoshop .tiff or .eps files only! Send via email to:

friendsjournal@friendsofterrylibrary.org or send on CD to:

Friends of the Robert James Terry Library Foundation

Robert James Terry Library Suite #230

3100 Cleburne

Houston, Texas 77004

Printing Specs

Printing by offset lithography, 150 line screen. Saddle stitched with 8" x 10.5" trim. All submitted materials must be press ready to avoid publisher's charges for any and all graphic work required for publication.

Design Fees

If you do not have an ad and would like to have one designed, you may contact Friends of the Robert James Terry Library Journal Creative Dept. at (713) 313-1081. Design request must be made no later than 45 days prior to publication date of next issue. Design fees begin at \$125/hr. plus any photography cost. All ads must be paid in full before design work begins.

Ad Placement

Contact Lorenza Phillips Butler Jr., Publisher exclusive ad representative of Friends of the Robert James Terry Library Journal magazine to arrange your ad program and reserve your ad space.

Telephone: (713) 313-1081 Fax: (713) 313-1875 Email: friendsjournal@friendsofterrylibrary.org



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FRIENDS OF THE ROBERT JAMES TERRY LIBRARY FOUNDATION GALA “CELEBRATING 60 YEARS OF LIBRARY SERVICE”

Join us in celebrating over 60 years of supporting the curriculum and research needs of the University community through the development of pertinent collections and the provision of services designed to facilitate access to information and learning.

The building was named for Dr. Robert James Terry, Interim President of the Texas Southern University from 1986-1987.

This is a significant event for several reasons, not only is the University library celebrating it's 60th Anniversary this year, but this event also kicks off the Friends of the Library Foundation's aggressive fundraising campaign. This effort is designed to help in the construction of a new university state-of-the-art library building. The Special Collections Department of Robert James Terry Library is the most comprehensive collection of Africana in the southwestern United States. The new building will highlight that collection through a wing that is tentatively named the Southwest Africana Research Center. This Gala will take place on October 5, 2007.

Your sponsorship will provide continuous support in the development of the new state-of-the-art library, which is the training ground for scholars outside of the classroom who will be the future of our community, and economic development.



CELEBRATING 60 YEARS OF LIBRARY SERVICE

FRIENDS OF THE
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TITLE SPONSORSHIP ~ VIP RECEPTION

The VIP Reception is the official Friends of the Robert James Terry Library Foundation Gala welcoming for dignitaries, Friends of the Library Board Members, and Friends of the Library Gala corporate sponsors. Guests will include distinguished Houston citizens and local/national press. The Gala is a celebration of 60 years of library service.

An elegant affair with refreshments and hors d'oeuvres, the reception format will include welcome remarks from the Governor of Texas, Mayor of Houston, City Council members, Friends of the Library Chairman, President of Texas Southern University, and the title sponsor's representative. The Friends of the Robert James Terry Library Foundation Gala immediately follows the VIP Reception.

Title Sponsorship of the VIP Reception entitles you to:

- Prominent logo inclusion on the Friends of the RJT Library Foundation Gala invitation, print collateral, signage, print and e-mail advertisements
- Mention in all press materials promoting the event
- Table of 10 at the VIP Reception
- Table of 10 at the Friends of the RJT Library Foundation Gala
- Prominent signage throughout the event venue
- Participation in the event program by a Title Sponsor representative
- Full page color advertisement in the Friends of the RJT Library Foundation Journal
- Exposure of sponsor's services via the Friends of the RJT Library Foundation Gala publicity including the Friends of the RJT Library Foundation Website
- Photo opportunities inclusion for post-event publicity purposes

Total Sponsorship Investment: \$10,000
Investment Value: \$20,000
Estimated Attendance: 200



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TITLE SPONSORSHIP ~ FRIENDS OF THE RJT LIBRARY FOUNDATION GALA

Title sponsorship of the Friends of the RJT
Library Foundation Gala entitles you to:

- Category exclusivity
- Designation as presenting sponsor on the invitation, Friends of the RJT Library Foundation Journal, Friends of the RJT Library Foundation Newsletter, signage, print and e-mail advertisements
- Designation as presenting sponsor on billboards and radio advertisement
- Mention as presenting sponsor in all press materials
- Presenting sponsor recognition on event signage
- Company name and company representative recognition during Gala
- 2 VIP tables of 10 at the VIP Reception
- 2 VIP tables of 10 at the Friends of the RJT Library Foundation Gala
- Premium logo placement on the Friends of the RJT Library Foundation website
- Logo inclusion in video production
- Premium full color advertisement placement in the Friends of the RJT Library Foundation Journal – back outside cover
- Logo recognition on front outside cover of the Friends of the RJT Library Foundation Journal
- Photo opportunity inclusion for post-event publicity purposes
- Commemorative Sponsors' Award presented at the VIP Reception
- Media recap of the event

Total Sponsorship Investment: \$100,000

Investment Value: \$200,000

Estimated Attendance: 1,000



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FRIENDS OF THE
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PLATINUM SPONSORSHIP

Platinum sponsorship of the Friends of the RJT
Library Foundation Gala entitles you to:

- Logo inclusion on the Friends of the RJT Library Foundation Gala invitation, print collateral, signage, print and e-mail advertisements,
- Logo on billboards
- Name mentions in all press materials
- Name mention in Friends of the RJT Library Foundation Journal and Friends of the RJT Library Foundation Newsletter
- Premium placement signage throughout the event venue
- Table of 10 at the VIP Reception with premium placement
- Table of 10 at the Friends of the RJT Library Foundation Gala with premium placement
- Logo placement on Friends of the RJT Library Foundation website
- Full page front inside cover full color advertisement in Friends of the RJT Library Foundation Journal
- Photo opportunity inclusion for post-event publicity purposes
- Commemorative Sponsor's Award presented at VIP Reception
- Platinum sponsorship recognition on event signage
- Media recap of the event

Total Sponsorship Investment: \$ 50,000
Investment Value: \$100,000
Estimated Attendance: 1,000



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GOLD SPONSORSHIP

Gold sponsorship of the Friends of the RJT Library Foundation Gala entitles you to:

- Logo on the Friends of the RJT Library Foundation Gala invitation, signage, and print and e-mail advertisements
- Logo on billboards
- Name mentions in all press materials
- Name mention in Friends of the RJT Library Foundation Journal Friends of the RJT Library Foundation Newsletter
- Logo inclusion on event signage
- Table of 10 at the VIP Reception with preferred placement
- Table of 10 at the Friends of the RJT Library Foundation Gala with preferred placement
- Logo placement on Friends of the RJT Library Foundation website
- Full page back inside full color advertisement in Friends of the RJT Library Foundation Journal
- Photo opportunity inclusion for post-event publicity purposes
- Commemorative Sponsor's Award presented at the VIP Reception
- Gold sponsorship recognition on event signage
- Media recap of the event

Total Sponsorship Investment:	\$25,000
Investment Value:	\$50,000
Estimated Attendance:	1,000



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SILVER SPONSORSHIP

Silver sponsorship of the Friends of the RJT
Library Foundation Gala entitles you to:

- Company name on Friends of the RJT Library Foundation Gala invitation and signage
- Name mentions in all press materials
- Name mention in Friends of the RJT Library Foundation Journal and Friends of the RJT Library Foundation Newsletter
- Table of 10 at the VIP Reception
- Table of 10 at the Friends of the RJT Library Foundation Gala
- Logo placement on Friends of the RJT Library Foundation website
- Full page full color advertisement in Friends of the RJT Library Foundation Journal
- Commemorative Sponsors' Award presented at the VIP Reception
- Silver sponsorship recognition on event signage
- Media recap of the event

Total Sponsorship Investment:	\$10,000
Investment Value:	\$20,000
Estimated Attendance:	1,000



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BRONZE SPONSORSHIP

Bronze sponsorship of the Friends of the RJT
Library Foundation Gala entitles you to:

- Table of 10 at the VIP Reception
- Table of 10 at the Friends of the RJT Library Foundation Gala
- Name mentions in all press materials
- Exposure of sponsor's product or service via Friends of the RJT Library Foundation publicity
- Half page full color advertisement in Friends of the RJT Library Foundation Journal
- Commemorative Sponsor's Award presented at the VIP Reception
- Bronze sponsorship recognition on event signage
- Media recap of the event

Total Sponsorship Investment:	\$5,000
Investment Value:	\$10,000
Estimated Attendance:	1,000



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FRIENDS OF THE ROBERT JAMES TERRY LIBRARY FOUNDATION GALA “CELEBRATING 60 YEARS OF LIBRARY SERVICE”

We agree to sponsor the Friends of the RJT
Library Foundation Gala as follows:

_____ \$100,000 Title Sponsor _____ \$10,000 Silver Sponsor
_____ \$50,000 Platinum Sponsor _____ \$5,000 Bronze Sponsor
_____ \$25,000 Gold Sponsor _____ \$150 Individual Guest

_____ \$10,000 Title Sponsor VIP Reception

_____ I will not be able to attend, but enclosed is a contribution for \$ _____

In order to properly acknowledge your contribution, we ask that you provide the following information:

Name of Business/Donor: _____

(Exactly as you would like it to appear)

Contact's Name: _____

Title: _____

Mailing Address: _____

City/State/Zip: _____

Phone: (_____) _____ Fax: (_____) _____

Email _____

Payment Method:

Check Enclosed

Check to Come

Invoice Me

Credit Card (MasterCard, Visa and Discover)

Please send acknowledgement/invoice to:

Name: _____

Title: _____

Billing Address: _____

City/State/Zip: _____

(Phone: (_____) _____ Fax: (_____) _____



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Make checks payable to:

Friends of Robert James Terry Library Foundation

PO Box 66427
Houston, TX 77266-6427

For information call:

Lorenza Phillips Butler Jr.
Executive Director

Friends of Robert James Terry Library Foundation

Robert James Terry Library, Ste 230

3100 Cleburne St.

Houston, Texas 77004-4501

713-313-1081 (phone)

713-313-1875 (fax)

lorenzabutler@friendsofterrylibrary.org

Sponsorships due by August 31st 2007