



ALPHA PHI ALPHA FRATERNITY, INC.
ZETA SIGMA LAMBDA FOUNDATION
P.O. BOX. 50026 SAN DIEGO, CA 92105

Martin Luther King Jr. Day Parade

The Zeta Sigma Lambda Foundation, and the brothers of Alpha Phi Alpha Fraternity, Inc. are coordinating the Martin Luther King, Jr. Parade in downtown San Diego around Petco Park. This public celebration seeks to unite San Diegans around the principals, ideals and legacy of Dr. King. Over 200 organizations representing the talents, culture and diversity of San Diego County and City participate each year.

The Zeta Sigma Lambda Foundation of Alpha Phi Alpha Fraternity, Inc. is asking you, our participants and friends, to help support the Scholarship Fund by purchasing an advertisement in the Martin Luther King Day Parade Souvenir Program. The Souvenir Program will contain photographs of all parade participants who subscribe to this publication.

As a subscriber, you have a choice of the following advertising selections:

- | | |
|----------------------------|----------|
| 1. Full page photograph | \$250.00 |
| 2. Half-page photograph | \$125.00 |
| 3. Quarter-page photograph | \$75.00 |
| 4. Business Card | \$35.00 |
| 5. Patron | \$25.00 |

For additional information, please contact Bro. Norris A. Charles, Advertising Coordinator at (858) 277-3462.

Thank you for your support.

Sincerely,

Dr. Gene Moore
President, Zeta Sigma Lambda Foundation

ORDER FORM
Martin Luther King Jr. Day Parade
Souvenir Program

If you are interested in purchasing an advertisement in the Martin Luther King Day Parade Souvenir Program, please fill out the order form below and return it by December 31th. Please include separate sheets for multiple ads or business cards. Also, please include a file photo of your group, or if you wish, we will use a file photo of your group from previous Martin Luther Day Parades (if possible). Advertisement prices are:

- | | |
|----------------------------|----------|
| 1. Full page photograph | \$250.00 |
| 2. Half-page photograph | \$125.00 |
| 3. Quarter-page photograph | \$75.00 |
| 4. Business Card | \$35.00 |
| 5. Patron | \$25.00 |

Name: _____

Address: _____

Phone: _____ Ad size: _____ Price _____

Message

Make checks payable to: Zeta Sigma Lambda Foundation
Mail checks and this order form to: Zeta Sigma Lambda Foundation,
P.O. Box 50026 San Diego, CA 92105

For additional information, please contact Bro. Norris A. Charles, Advertising Coordinator at (858) 277-3462.