



SCHUYLKILL CANAL ASSOCIATION
A Non-profit Corporation

SCA's 28th Canal Day, June 27, 2010
Family fun and excitement all day long!

Dear Friend of the Schuylkill Canal:

April 2010

The Schuylkill Canal Association's 28th annual Canal Day is just a few months away. As in years past, SCA is planning a full day of family-oriented fun along the Schuylkill Canal, at Lock 60 and St. Michael's Park in Mont Clare.

Well over 3,000 visitors are expected to participate in Canal Day as they enjoy all the day's fun activities along the canal. SCA is inviting you to show your support of the Schuylkill Canal Association for its continued stewardship and preservation of the canal. And how you can do that is by taking out an ad in the 28th Canal Day program booklet.

Your support, through advertising in the 2010 Canal Day program booklet, will play a big part in the successful outcome of SCA's annual community-wide fundraiser. For as little as \$25 up to \$100, you can place an ad in the booklet given to all that attend on Canal Day. Or you can provide a Brown Bag Raffle item valued at \$25 and get your business card added free-of-charge. The following will provide you with the available ad sizes and requested donation associated with each choice:

- \$100 donation – full page ad, 4 ¾" W by 7 ¾" H
- \$ 50 donation – half page ad, 4 ¾" W by 4" H
- \$ 25 donation – ¼ page or business card ad, 4" W by 2" H
- \$ 25 valued raffle prize – scanned business card, 2" W by 1.5" H

Canal Day is the Association's opportunity to increase awareness of the great significance the Schuylkill Canal played in our community's growth and prosperity. Highlighted throughout the day will be the 19th century industrial history of the Schuylkill Navigation and the recreational features available today along the 3-mile linear greenway maintained on the Schuylkill River's edge in Montgomery County. The Schuylkill Canal Park provides access for boating, fishing and hiking along multiple trails; both land and water, for visitors of all ages and life styles to enjoy.

Please complete and return the enclosed form, include your camera ready ad along with your check/donation in the amount specified according to the ad size you choose. All ads with the corresponding donation **must be received no later than Tuesday, June 8, 2010.**

All the details about Canal Day 2010 can be found on SCA's website, www.schuylkillcanal.org, as well as a copy of last year's Canal Day 2009 program for review. If you have any questions, please do not hesitate to contact SCA at 610-917-0021 or info@schuylkillcanal.com.

Thank you for your consideration and support.

Jill Williams, Bonnie Brzoska and John Pearson
Canal Day Program Committee

400 Towpath Road • P.O. Box 966 • Oaks, PA 19456-0966

Tel. 610-917-0021 • Fax 610-917-8030

www.schuylkillcanal.org • info@schuylkillcanal.com

Canal Day 2010



A day full of family FUN along the Schuylkill Canal

Your ad in the 2010's Canal Day program booklet
supports **YOUR** community!

Please enclose a camera-ready copy of your ad and be sure to check off below what ad size you wish to have included in the 2010 Canal Day program booklet:

_____ \$100, full page ad, 4 ¾" W by 7 ¾" H

_____ \$ 50, half page ad, 4 ¾" W by 4" H

_____ \$ 25 donation – ¼ page or business card ad, 4" W by 2" H
(please attach card to be scanned)

_____ \$ 25 valued raffle prize – scanned business card, 2" W by 1.5" H
(please attach card to be scanned)

All ads with payment must be **received no later than Tuesday, 6/8/10.**

Ads can be submitted electronically to info@schuylkillcanal.com, in a PDF, Adobe Illustrator, or InDesign file format. The booklet will be printed in B&W only, but ads should be submitted in color.

Please provide the following information below:

Name: _____

Company Name: _____

Address: _____

Email: _____

Website Address: _____

Phone# _____ **Fax#** _____

Checks are to be made payable to SCA, Inc. Mail to: SCA, PO Box 966, Oaks, PA 19456. To contact the Schuylkill Canal Association, please call 610-917-0021, email us at info@schuylkillcanal.com, or visit our website at www.schuylkillcanal.org.

All contributions are tax deductible. A copy of SCA's official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.