



## THE HASTEN HEBREW ACADEMY OF INDIANAPOLIS

---

# 2010 HAI-LIFE AWARDS DINNER

---

6602 Hoover Road – Indianapolis, IN 46260 – Telephone 317.251.1261 – Fax 317.479.3123 – www.HHAI.org

March 10, 2010

Dear Friends,

On Sunday, May 23, 2010 local supporters, dignitaries, parents, and special guests will gather at the Hasten Hebrew Academy's 39<sup>th</sup> Annual HAI-Life Awards Dinner to salute an outstanding couple, school supporters **Drs. Mark and Ora Pescovitz** with the prestigious HAI-Life Award for their many years of dedication and support to the school and community.

We look forward to recognizing, along with Mark and Ora, our special honoree from the teaching staff, first grade teacher, **Karol Cook**. In addition we will recognize our eighth grade graduating class.

We are pleased to invite you to support our outstanding educational institution in conjunction with this dinner. We are offering various sponsorship levels enabling you to express your support for the Academy, our honorees, and our graduates.

Alternatively, you can place an advertisement in our very special and new this year, Virtual Tribute Journal. This virtual journal will be available to view on-line and at the dinner as a slide presentation. It allows us to conserve important resources by not printing paper copies as well as enabling us to use your important donations to more directly benefit our students. You will surely want your congratulatory message to be included. A link from our website will make this journal available throughout the year for viewing enjoyment. Please see the back of this letter for additional advantages to advertising in a virtual journal.

Please review the enclosed pages to determine the level at which you would like to become a sponsor or advertiser. If you have any questions, or need additional information, please contact Mrs. Sharon Merin at (317) 251-1261 Ext. 160. You may also reach her via e-mail at [smerin@hhai.org](mailto:smerin@hhai.org).

If you are a previous advertiser, we would sincerely hope you consider an upgrade in your ad size from last year. We will be happy to use last year's copy with your noted changes regarding honoree or students' names, and no custom fee charge will apply.

This year, as HHAI recognizes with pride the contributions of Mark and Ora Pescovitz and Karol Cook and other valued volunteers and staff, and the bright futures of our eighth grade graduates, we express our appreciation to those who strengthen the future of Jewish education for our children and our community. Thank you in advance for your generosity.

Sincerely,

President, Hasten Hebrew Academy

Additional Advantages to advertising in a virtual ad journal:

- The event journal will be played as a movie throughout the HAI-Life Award Dinner providing **sponsor exposure**. The greater the value of the ad, the longer the ad will be displayed for viewing at the dinner.
- Available year-round (24/7), the event journal website can be viewed by anyone who visits the website, thus **increasing sponsor visibility**.
- Offers almost **instantaneous exposure** since ads are activated within days of submission.
- Google and other **search engines** will pick up sponsor ads, again, increasing sponsor visibility on the web.
- For **businesses**, allows the viewer to **click to the business's website** from a business logo or a camera ready ad submitted by the business.
- Provides a **convenient way** for sponsors to submit ads online at any time.
- Personal ads are **colorfully designed** with appropriate **animations** rather than in traditional black and white, for **enhanced acknowledgement**.