



## MOUNT MORRIS PARK COMMUNITY IMPROVEMENT ASSOCIATION

PO Box 3270, New York, NY 10027  
info@mmpcia.org | mmpcia.org | 212.369.4241

*In Residence at Rice High School  
74 West 124 Street, NYC 10027*

### The 21st Annual Mount Morris Park House Tour: An Invitation to Our Neighborhood Businesses & Supporters—

Sunday, June 13, 2010 will be the 21st Annual Neighborhood House Tour organized by the Mount Morris Park Community Improvement Association (MMP CIA). As we begin the second decade of the 21st century and prepare to invite guests to the neighborhood, we are once again proud to show off how we've cared for the past by preserving it for today—*What's Now*. We're pleased with the variety of new development and businesses in the community today (that's you!)—*What's New*. And we're very excited about the future of Mount Morris Park and Harlem—*What's Next!* Hence, this year's theme: *What's Now. What's New. What's Next!*

#### Please join us as a Corporate Sponsor and/or Advertiser.

We welcome your support this year. The Annual House Tour typically attracts 600+ people to the neighborhood with a wide variety of media coverage. With the purchase of a tour ticket each guest will receive a high-quality keepsake guidebook that includes advertising from local businesses and services. Each local business will also be located and listed on the prominent walking tour map in the guidebook. To drive foot traffic to the local businesses, this year we are promoting a raffle. In the guidebook will be a raffle ticket for each participating advertiser offering an item or discount coupon with instructions for an in-store drop off. At the end of the tour each business will draw a ticket for the winner of their gift. The following pages will provide more details on sponsorship and ad sizes and costs.

#### More about MMP CIA.

In addition to highlighting one of the most fascinating neighborhoods in New York City and known the world around, the Annual Neighborhood House Tour is the primary fund raiser for MMP CIA. Since its founding in 1981, MMP CIA has taken a lead role in caring for the Mount Morris Park community of Central Harlem through initiatives which include:

- Promoting safety and security
- Promoting preservation and neighborhood beautification
- Promoting youth education

We appreciate your past support and look forward to your participation this year.

Thank you for your consideration,

Ruthann Richert  
2010 House Tour Chair  
housetour@mmpcia.org

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**Our Mission:** *The Mount Morris Park Community Improvement Association is dedicated to revitalizing and preserving our Historic District and surrounds, to fostering an environment of open and active participation, and to achieving and maintaining a full spectrum of community and educational services for all who live here, from one generation to the next.*



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**The 21st Annual Mount Morris Park House Tour  
Advertising & Sponsor Form**

Contact Name(s): \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Best Cell/Telephone(s): \_\_\_\_\_  
Best Email: \_\_\_\_\_

<input type="checkbox"/> <b>Corporate Sponsorship</b> <b>Includes:</b> Inclusion of your Name/Logo on all Event Material 20% VIP Discount on Full or Half Page Ad One Complimentary Lamppost Banner (value \$500) VIP Discount on Addl Lamppost Banners, Raffle 4 Complimentary House Tour Tickets (value \$100)	<b>\$3,000</b>
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**Full Page** **\$1,000**  
**Back Cover:** 4/C, Bleed available  
 Trim size: 8.5" x 11"  
 VIP Discount on Lamppost Banners  
 Raffle to draw guests to your business  
 4 Complimentary House Tour Tickets (value \$100)

**Full Page**  
**Inside Front & Back Covers:** **\$ 900**  
 4/C, Bleed available  
 Trim size: 8.5" x 11"  
 VIP Discount on Lamppost Banners  
 Raffle to draw guests to your business  
 4 Complimentary House Tour Tickets (value \$100)

**Full Page** **\$ 800**  
**Inside:** 4/C, No bleed available  
 Live size: 7.5" x 10"  
 VIP Discount on Lamppost Banners  
 Raffle to draw guests to your business  
 4 Complimentary House Tour Tickets (value \$100)

**Half Page** **\$ 400**  
**Inside:** 4/C, No bleed available  
 Live size: 7.5" x 5"  
 VIP Discount on Lamppost Banners  
 Raffle to draw guests to your business  
 2 Complimentary House Tour Tickets (value \$50)

*continued on next page*

Balance from Page 1		\$ _____
<input type="checkbox"/> <b>Quarter Page</b>		\$ 250
<b>Inside:</b>	4/C, No bleed available Live size: 3.75" x 5" Raffle to draw guests to your business 1 Complimentary House Tour Tickets (value \$25)	
<input type="checkbox"/> <b>Biz Card</b>	4/C, Live size: 3.75" x 2.5" Horizontal or Vertical	\$ 150
<input type="checkbox"/> <b>Ad Created by MMPCIA Designers</b>		\$ 150
<input type="checkbox"/> <b>Lamppost Banners (VIP Discount)</b>	Quantity@ \$400 _____	\$ _____
<input type="checkbox"/> <b>Lamppost Banners</b>	Quantity@ \$500 _____	\$ _____
<input type="checkbox"/> <b>20% Corporate Ad Discount</b>		(\$ _____)
<b>TOTAL</b>		\$ _____

Payment Method:  Check # \_\_\_\_\_     Cash     PayPal Invoice

Ad Artwork should be digital and submitted as press quality pdf, jpeg or eps at 100% and 300 dpi. All photography should be CMYK. We also can scan flat artwork.

- Artwork submitted: Flat artwork
- Email digital artwork to: [housetour@mmpcia.org](mailto:housetour@mmpcia.org)
- Business Raffle Participant: Available to Full, Half & Quarter Page Advertisers  
Raffle Prize: \_\_\_\_\_

Ad Account Executive:     Dennis Decker      
Contact info:     dd230@aol.com    917-523-8474    

I acknowledge that this form is a contract with MMPCIA for the placement of and payment for the above ad in the 2010 House Tour Guidebook.

Authorized signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**Deadline for reservation payment:    May 1, 2010**  
**Deadline for camera-ready artwork:    May 7, 2010**

For additional information: Ruthann Richert  
housetour@mmpcia.org  
917.902.2641  
*2010 Annual House Tour, Chair*

## Display Your Business Logo on Our Colorful Lamppost Banners

MMPCIA needs to refresh and add up to 20 new banners on the lampposts throughout the Mount Morris Park community—from W 119 to W 123 Streets, from Madison Avenue to Adam Clayton Powell Blvd—before the House Tour. On the bottom of the

32" x 8' colorful banners is a 32" x 12" opportunity to display your logo.

These banners usually stay up for over a year so this is an excellent—and reasonable—way to keep your business name in the public view as well as support the neighborhood.

With the purchase of a Corporate Sponsorship or a Full or Half page ad in the guidebook, a business is eligible to purchase one or more banners at a VIP Discount.

**Don't miss out!**

Lamppost Banners \$500  
\$400 (VIP Discount)

