

MISS BLACK EIU SCHOLARSHIP PAGEANT 2019 PAGEANT FUNDRAISING: ADVERTISING BOOKLET



MBEIU PAGEANT ADVERTISING BOOKLET COVER LETTER

(Insert current date and year)

MBEIU Scholarship Pageant

Plans are being finalized for the **48th Annual Miss Black EIU Scholarship Pageant 2019 - "The Rise of a Rare Gem"** at Eastern Illinois University scheduled to take place **Saturday, February 23, 2019**.

Annually, the MBEIU Scholarship Pageant is the longest running cultural tradition celebrated on the campus of EIU that EIU women of African-American descent a foundation to express themselves through their heritage, culture, and community in a personal and empowering way.

In an effort to make this year's pageant event an overall success we are soliciting Pageant Sponsors to purchase advertising space in the **2019 MBEIU Scholarship Pageant Advertising Booklet**. This commemorative pageant advertising booklet will feature contestant photos, biographical data, history of MBEIU, pageant sponsors and more! Proceeds from this year's pageant advertising booklet will go towards funding pageant scholarships awarded to the contestants and to off-set pageant operational expenses. As a MBEIU Scholarship Pageant Sponsor you will receive a "complimentary" copy as a keepsake, of this year's pageant advertising booklet.

Please find included with this letter the *2019 MBEIU Scholarship Pageant Advertising Booklet Contract*. Pageant advertising space can be purchased as follows:

¼ Page Ad - \$35.00

½ Page Ad - \$50.00

Full Page Ad - \$100.00

The deadline to purchase advertising space in the 2019 Miss Black EIU Scholarship Pageant 2019 Advertising Booklet is **Friday, February 8, 2019**. We hope that we can count on your advertising patronage, in our efforts to make this year's MBEIU Scholarship Pageant a success. For more information please contact the Office of Student Life at Eastern Illinois University - (217) 581-3829. Thank you for your careful consideration and support of the Miss Black EIU Scholarship Pageant 2019 at Eastern Illinois University.

Sincerely,

2019 MBEIU Steering Committee
Eastern Illinois University

