



Thank you for taking the time to meet with us about your participation in this year's *People's Ball*. We're excited about our "Super Heroes: a Night of Adventure" and the evening simply won't be the same without you!



**HOLY COW BATGIRL!  
WHAT A GREAT DEAL!**

Once again this year, BAI is proud to offer our friends and allies the opportunity to advertise in what promises to be a totally unique format. At the People's Ball, we showcase our friends, allies, and sponsors by projecting made-to-order, full-color, digital advertisements on large screens throughout the evening. You've probably heard about the professional production value of this element of our ball and some of the glowing feedback we've had about the advertisements' effectiveness. General advertising costs are as follows:



Half Screen, Full Color Ad \$75.00  
Full Screen, Full Color Ad \$125.00

In addition, we've devised advertising packages to suit every budget. Check out our Super Heroes package prices on the color insert within this package. We hope that including your advertising costs within your table and tableau budget will facilitate your participation in all the evening's events.

Tap into your own unique SUPER POWER by choosing from one of our many advertising packages, and we'll take care of the rest. The Advertising Team at BAI will *build a custom advertisement for you for free!*

In addition to digitally displaying your advertisement throughout the evening, we'll include mention of your sponsorship on the Allies section of our Web site. Please feel free to talk to your representative about other sponsorship and/or advertising ideas you may have.

Please call Connie (251-401-1619) or Moira (251-643-5767)