



THE ALPERT FAMILY
ALEPH BET
JEWISH DAY SCHOOL

Dear Friend:

I'm a parent-volunteer for The Alpert Family *Aleph Bet* Jewish Day School in Annapolis and I'm asking you to advertise in the program booklet and/or contribute an item or service for our annual dinner & auction to be held on Sunday evening, April 2, 2017.

Businesses find participation in our dinner & auction an effective way to connect with the Annapolis Jewish community and friends. *Aleph Bet* is the only Jewish day school serving Anne Arundel County and surrounding areas. There are **approximately 1,000 families in the 4 congregations sponsoring the school.**

Aleph Bet is a co-educational independent Jewish day school where students K through 5 learn both the traditional subjects of primary school and Jewish history, culture, and religion. We welcome children of all backgrounds, and we're very lucky to have a diverse group of students, faculty, and families. Dinner/auction revenue supports scholarship funds for needy students, educational equipment purchases, and teacher salaries.

Our program booklet is a keepsake, and **we encourage friends and supporters to patronize businesses supporting the school.** Items or services contributed to the auction will be listed in the program booklet and prominently displayed at the dinner, along with any posters, flyers, or other material promoting your business.

Ads cost \$275 for a full-page; \$175 for a half-page; and \$118 for a business card. Auction items can be gift certificates, products, services, tickets, etc. Your contribution will be acknowledged by letter with the dollar value indicated. **(Aleph Bet is a 501c(3) nonprofit entity, and giving is tax deductible)**. Our school's identification number is 52-1655743.

As a proud *Aleph Bet* parent I sincerely thank you for any support you may provide, and I hope your contribution will bring you new business.

Very truly yours,