



# The International Association of Lions Clubs

## District 22W

### Social Committee 2021-2022



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**DG Charles Croft**

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July 6, 2021

To: Lions of District 22-W

From: Lion Bill Strauss

Subject: District 22-W 2021 Social Book

It is time for all clubs to make plans to send in their ads, list of patrons and list of military honorees for the District Social Book. It may seem early but the time line is short with the deadline for all ads being September 23, 2021.

We are asking that all clubs make a special effort to submit club ads in support of District Governor Charles Croft and First Lady Sherry Croft. We are also asking club members to solicit commercial ads from their members and organizations in their community. For those purchasing a business card ad, submission of a clean business card will be satisfactory.

As a marketing tool for membership, the ads submitted by Lions clubs can be used as a service activity, therefore the funds can be used from the club activities account. In this way, the Social serves a dual role, first, as a congratulation and best wishes to the District Governor, secondly, as an advertisement promotion of your club to all who receive the Social Program Book.

Many of you have been submitting ads for a number of years. If you wish to use a previous year's ad with some modifications in dates and names, etc., you don't have to redraw or modify the ad yourself – just write concisely what changes you want and those changes will be made; you will be sent a copy for your approval (please make sure you include your e-mail address).

There are clubs who have not submitted ads in the past. If the reason is because you don't feel capable of designing an ad or don't have the personnel or resources to prepare an ad, do not despair. We will be more than happy to assist you prepare an ad so that your club may show its support for District Governor Charles Croft. So if you need help, please call (301) 667-4516 or email [williamstrauss@msn.com](mailto:williamstrauss@msn.com) with the following information:

Size of ad (See page 3).

What logos you would like to use (Lion, Lioness, LEO etc.).

Text and /or message.

A general idea of the layout if you envision one.

You will be sent a proof of the ad for submission with the Social Book Ad Form (see page 2).

The page devoted to military service people has been well supported in the past and will be a part of the Social Book this year.

When you contact by email, please put as the subject, "22W Social". To those who will be asking for assistance, please don't wait until the last minute to do so.

With your help we can make this year's Social Book one to remember! Ads from all clubs! Commercial ads from each club's home town! Two pages of patrons! More for our honored veterans!

Thank you for your participation and support.

# District 22-W

## Social Book Ad Form

Date:	
Purchaser:	
Phone:	
E-Mail:	
Sold By:	
Lions Club:	

**Note: All ad artwork or instructions must be delivered by September 23, 2021. Please send checks by October 2.**

*Please Circle your Ad Format Choice(s)*

Quantity	Ad Format	Cost - Black & White	Cost - Color
	Full Page	\$200	\$300
	Half Page	\$150	NA
	Quarter Page	\$75	NA
	Business Card	\$35	NA
	Patron	\$5	NA
	Service Member	\$5	NA

Please print or type names as they are to appear in the Patron and Military Service Member listings below. Please include the prefix you wish to be printed i.e. Lion, PDG, MSGT, Colonel etc.

**Patron(s):** One Patron Ad can be for an individual, couple or group (Family, club, etc.)


**Military Service Member(s):**

Name & Rank	Branch of Service	War, Theatre and/or Time of Service

Please send checks made payable to **22W 2021 Social Committee** and mail to:  
Lion Bill Strauss, 1825 Francis Scott Key Hwy., Keymar, MD 21757-9319.

- I have enclosed copy-ready advertisement with check.
- I have enclosed check and sent the electronic formatted advertisement by email to: [WilliamStrauss@msn.com](mailto:WilliamStrauss@msn.com)

**Full Page ( $7\frac{1}{2}$  x 10)**

**(B&W) - \$200**

**(Color) - \$300**

**Half Page ( $7\frac{1}{2}$  x  $4\frac{3}{4}$ ) - \$150**

**Quarter Page**

**( $3\frac{1}{2}$  x  $4\frac{3}{4}$ )**

**\$75**

**Business Card**

**( $3\frac{1}{2}$  x  $2\frac{1}{8}$ )**

**\$35**

**Business Card**

**( $3\frac{1}{2}$  x  $2\frac{1}{8}$ )**

**\$35**