



*Join the premier businesses in the region for
the event of the season...*

As President of the Board of Senior Services of Albany Foundation, I would like to invite your company to take advantage of an opportunity to advertise your business in front of more than 500 attendees of the Travers Wine Tasting event — a hallmark of the Travers Weekend festivities.

Celebrating its 10th year, the **Travers Wine Tasting** has grown into one of the region's most talked about summer events, featuring a premier wine and food tasting, and benefit live auction. On Friday, August 22nd, during Travers Weekend, we look forward to a special anniversary celebration of this widely anticipated event. I would like to offer your company an opportunity to place an ad in this year's promotional publication. The unique aspect of this publication is the necessity for participants to utilize it to understand the wine and food they are sampling; hence, the exceptional value of this program.

Each year, more than 500 guests enjoy one of the region's largest wine, craft beer and food tastings, experiencing more than 200 wines hand-picked by a premier wine connoisseur. Guests are provided with a well-rounded, upscale selection of both red and white wines from around the world.

Advertising in the "10th Anniversary Edition" of the **Travers Wine Tasting** program is an opportunity to promote your business to an upscale audience while supporting an important not-for-profit organization in your community. The **Travers Wine Tasting** is a fundraiser for Senior Services of Albany's Meals on Wheels program. Each year, this agency delivers more than 380,000 meals to the homebound elderly and disabled, making it one of the largest Meals on Wheels programs in Upstate New York. The agency never denies a warm meal to someone in need, regardless of their inability to pay. Last year, this event raised more than \$90,000 to support Meals on Wheels.

I thank you in advance for taking the time to review this advertising information. For more information, please contact Mary Ann Sekellick, Director of Development at 518.463.4381 ext. 121, or via email at msekellick@seniorservicesofalbany.com

Gratefully yours,

Marcus Q. Pryor
President, Senior Services of Albany Foundation Board of Directors

THE DAVID B. SILIPIGNO FOUNDATION PRESENTS...



2008 Program Book Information

Senior Services of Albany Foundation is pleased to premier the
10th Annual Travers Wine Tasting in conjunction with
All Star Wine & Spirits & Media Logic

**Friday Evening - August 22nd, 2008 - Travers Weekend
National Museum of Racing, Saratoga Springs, New York**

Proceeds from this benefit will go directly toward supporting the programs and services of Senior Services of Albany, including one of the largest Meals on Wheels programs in Upstate, New York.

Ad copy is due by July 11, 2008 (Sizes listed on back)

Questions? Call Mary Ann Sekellick at 518.463.4381 ext. 121

Email pdf, tiff or jpeg ad to msekellick@seniorservicesofalbany.com

Company Name: _____
Contact: _____
Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: _____ Fax: _____

I would like to confirm the following size ad:

- Business Card@\$100 (3.75" x 2") 1/4 page@\$150 (3.75" x 4 7/8") 1/2 page@\$200 (7.5" x 4 7/8") Full page@\$350 (7.5" x 10")

Payment Options:

___ Please invoice my company ___ A Check is Enclosed ___ MC ___ Visa ___ AMEX
Card Number: _____
Exp. Date: _____ Security Code (3-4 digits): _____
Signature: _____

Please return this form to: Mary Ann Sekellick—Director of Development,
Senior Services of Albany Foundation—25 Delaware Avenue—Albany, New York 12210
or via fax at 518.465.6188

FULL PAGE AD—7.5" X 10" - \$350

HALF PAGE AD—7.5" X 4 7/8" - \$200

QUARTER PAGE AD—3.75" X 4 7/8" - \$150

BUSNESS CARD AD—3.75" X 2" - \$100