

MISS LOS ANGELES COUNTY SCHOLARSHIP PROGRAM

CASH AWARD INCENTIVE PROGRAM

FOR AD SALES

Dear Ladies:

We are happy you are competing in our Pageant this year. As part of our fundraising initiative, we would appreciate if each contestant **would provide a minimum \$85.00 Quarter-Page Ad.** We are offering a **“Cash Award Incentive”** for various levels of ad sales. Listed below are the tiered levels and the percentage of cash back to the Contestant:

<i>Ad Sales</i>	<i>Percentage Cash Back to Contestant</i>
\$135.00 - \$185.00	10%
\$190.00 - \$250.00	15%
\$255.00 - \$500.00	20%
\$505.00 - \$1,000.00	25%
\$1,000.00 and Up	30%

Attached is our Ad form showing the various types of advertising and payment amount, e.g., single-line support ad (maximum 10 words), business card ad, quarter-page ad, one-half page ad, and full-page ad.

Miss Los Angeles Scholarship Organization is a 501 (c)4 Non-Profit, Non-Exempt Organization. Under IRS ruling for tax purposes, contributors may **only** write off their contribution as an **Advertising and Marketing Expense**. Our Tax I.D. Number is 95-4564867.

If you have any questions concerning the ad sale program, please contact me.

Thank you.

Coleen Rockey
(310) 733-6671