



Dear Community Partner,

I hope this message finds you well. On behalf of the Concerned Black Women (CBW) of Calvert County, I want to extend a warm and sincere thank you for your recent support of our 20th Anniversary and 16th Annual Salute To Excellence Awards and Scholarship Fundraiser Luncheon.

Your decision to purchase ads, be a sponsor, make a donation, or provide in-kind support means a lot to us. Your generosity is instrumental in our mission to provide scholarships to graduating high school seniors in Calvert County.

We deeply appreciate your commitment to building brighter futures through education. Your support is not just a contribution; it is an investment in the dreams and aspirations of the youth in our community.

If you have any questions or need further information, please feel free to reach out to me at 443-550-1796 or via email at cbwccpresident@gmail.com.

Once again, thank you for your valuable support. We look forward to celebrating the success of our event together. The Advertising Agreement form and Door Prize information are attached below.

Warmest,

Sinetra Bowdry /s/

Sinetra Bowdry

President

Concerned Black Women of Calvert County (CBW)

Tagline: Working Together To Build More Opportunities!

Email: cbwccpresident@gmail.com

Phone: 443-550-1796

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Website: <https://concernedblackwomenofcalvertcounty.wildapricot.org/>

Facebook: <https://www.facebook.com/CBWCALCO>



AD AGREEMENT FORM

20 Year Anniversary and Salute To Excellence Awards & Scholarship Luncheon Fundraiser Event All Submissions due by March 15, 2024

February 7, 2024

Between

BRAND NAME and The Concerned Black Women of Calvert County

Terms of the Agreement:

It is understood that Sponsor will participate in the *Salute To Excellence Scholarship & Fundraiser Event* for the following market and date:

- **Location:** Bethel Way of the Cross | Huntingtown, MD
- **Date:** April 20, 2024
- **Time:** 11a.m. - 2:30 p.m.
- For marketing purposes, Concerned Black Women will begin advertising using the sponsor logo before the start date of April 20, 2024.

Advertiser or Sponsors Obligations: The Advertiser or Sponsor agrees to provide the following:

- a. Payment based on AD level in the amount specified immediately via the following ways to pay:
 - i. Mail checks to: P.O. Box 927, Prince Frederick, MD 20678.
 - ii. Payable to: CBW
- b. The sponsor agrees to provide any marketing collateral/Logos for the event.
 - i. 250 x 250 pixelated logo for digital and social media use
 - ii. Logo - in a jpg or png form
 - iii. PDF version of logo for design purposes
 - iv. Rights to use intellectual property to promote the sponsorship in the media (logo, name use etc.)

Organizer's Obligations: Agrees to provide the following

- Acknowledgement in the Souvenir Program Booklet

Full Page Ad - \$300

Half Page Ad - \$200

Quarter Page Ad - \$125

Business Cards - \$100



License and Usage: Sponsor hereby grants Concerned Black Women a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information [the "Proprietary Information"] owned by the Sponsor. Concerned Black Women agree that the Proprietary Information will be used only in connection with the *Salute To Excellence Scholarship and Awards Event* to provide the benefits set forth in the Agreement and such other benefits as Sponsor and Concerned Black Women may agree.

Force Majeure: Neither party shall be responsible to the other for failure to perform any of the obligations imposed by this Agreement, provided such failure shall be occasioned by fire, flood, explosion, lightning, windstorm, earthquake, failure or destruction, in whole or in part, of machinery or equipment or failure of supply of materials, discontinuity in the supply of power, governmental interference, civil commotion, riot, war, strikes, labor disturbance, transportation difficulties, labor shortage, hotel or venue disturbance or interference, unavoidable casualties or any cause beyond the reasonable control of the party. The party experiencing the force majeure circumstances shall cooperate with and assist the injured party in all reasonable ways to minimize the impact of force majeure on the injured party, which may include rescheduling the event at a later date to meet the requirements of this Agreement.

5. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

6. **Indemnity.** Each Party (the "Indemnitor") shall indemnify the other Party, its subsidiaries and affiliates, and each of their respective officers, directors, employees and authorized agents (each, an "Indemnitee") and defend and hold each Indemnitee harmless from and against any and all third-party claims resulting in actual loss, damage, liability, claim, encumbrance, deficiency, cost or expense, including reasonable attorney's fees, arising out of a claim by a third party against an Indemnitee to the extent resulting or alleged to have resulted from: (a) the breach of any representation, warranty or covenant of Indemnitor contained in this Agreement; (b) any act or omission of Indemnitor under or related to this Agreement; or (c) use of any materials provided by Indemnitor, or use or provision of any of Indemnitor's products or services, in connection with the transactions contemplated by the Agreement, as authorized hereunder (except to the extent that any Claims relate to the approved use of materials or trademarks provided by Indemnitee).

7. **Amendments.** This agreement may be amended only by a written instrument executed by both parties.

8. **Governing Law.** This agreement shall be governed by the laws of the state of Maryland. Any suit hereunder will be brought in a Maryland court and both parties hereby consent to such jurisdiction and venue.



IN WITNESS WHEREOF: The parties have executed this Agreement as of the date first written above:

BRAND NAME (Sponsor)
Contact address:

By: _____
Title: _____
NAME & TITLE
Date: _____

Concerned Black Women of Calvert County (The Organizer)

By: _____
NAME & TITLE
Date: _____

Concerned Black Women | email: cbwofcc@gmail.com | Phone Number 443-550-1796.



Door Prize Request

I trust this letter finds you well. As we prepare for the upcoming 16th Annual Salute To Excellence Awards Scholarship Fundraiser Luncheon, scheduled for **April 20, 2024**, we, the Concerned Black Women (CBW) of Calvert County, are reaching out to our valued members and community partners to seek your support in making this event truly memorable.

The success of our scholarship luncheon is not only dependent on celebrating achievements but also on the generosity of individuals and businesses like yours. We are planning to incorporate door prizes as part of the evening's festivities, adding an element of excitement and appreciation for our attendees.

How You Can Contribute

We kindly request your assistance in contributing door prizes for our luncheon. Your generous donation could be in the form of gift cards, products, services, or any other items that would make for delightful giveaways. Your support will not only contribute to the enjoyment of the event but will also showcase the collective spirit of our community in making a positive impact.

Recognition For Your Contribution

In appreciation of your generosity, we will prominently acknowledge your contribution during the event. Your company's name or your name will be featured in our event program, on our website, and in other promotional materials related to the luncheon. This is an excellent opportunity to showcase your community engagement and education commitment.

How To Contribute

If you wish to contribute a door prize, please contact us at cbwccpresident@gmail.com by March 30, 2024. We are happy to arrange for the collection of the door prize at your convenience.

Your support plays a vital role in shaping the future of the youth in Calvert County, and we are grateful for your consideration of this request. The Salute To Excellence Scholarship Luncheon is a celebration of achievement, and your involvement will undoubtedly enhance the overall experience for our attendees. Thank you for your ongoing support, and we look forward to the possibility of your contribution to our event.

Warmest,

Sinetra Bowdry /s/

Sinetra Bowdry
President
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