



Dear Friend:

As members of the Irish Community, I am sure you agree that our parade is one of the highlight of the Saint Patrick's Day season. Our committee is busy making preparations for this year's parade to be held on **Sunday, March 4<sup>th</sup>, Main Street, Lake Como and Belmar.** This year we will honor John Carr as Grand Marshal and Jane Guild as Deputy Grand Marshal, we will also dedicate the parade in loving memory of Isabel Smith.

In order to ensure that the Belmar Lake Como St Patrick's Day Parade tradition continues, we are requesting your help. Once again this year we will be sponsoring a Commemorative Advertising Journal. The Journal's success is imperative to the overall financial success of the parade. This year we have a tiered program for Advertisers and Sponsors; details are on the enclosed Advertising/Sponsor Contract.

The Parade Committee would be very grateful if you will consider participating in this year's Journal. The 2012 Commemorative Journal will be distributed at both our Irish Cultural Event "Music from Ireland to America" on Friday, March 2, 2012 at the Waterview Pavilion, Belmar as well as our Annual Luncheon at Doolan's, immediately following the Investiture Mass at St Rose's Church on Saturday March 3rd. This will provide a great avenue for advertising your business and or your affiliations to the Irish American Community of the Jersey Shore and honoring our Grand Marshal John Carr, Deputy Grand Marshal Jane Guld and remembering our friend Isabel Smith.

Enclosed you will find an Advertising/Sponsor Contract for your convenience. Please fill out this form and remit it with payment to the address listed on the form. To ensure your space in the Journal, all ads/sponsors must be received by **Friday, February 3<sup>rd</sup>.**

Thank you in advance for your support, and we look forward to seeing you Friday March 2 for our Irish Cultural Event, Saturday March 5<sup>th</sup> for the Investiture Mass and Luncheon and Sunday March 4th at our 39<sup>th</sup> Belmar & Lake Como Saint Patrick's Day Parade!

If you have any questions, please feel free to call the parade office at 732-280-2648 or email [Sheila@belmarparade.com](mailto:Sheila@belmarparade.com).

Sincerely,  
Eugene "Chip" Cavanagh  
Parade Chairman



2012 Belmar Parade Committee  
Ad Journal Order Form

**ADVERTISER/SPONSOR**

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\_\_\_\_\_ Gold - \$250.00 Full Color Ad Page Gold Embossed Center placement

\_\_\_\_\_ Full - \$150 Full Ad Page Two Color

\_\_\_\_\_ Half - \$75

\_\_\_\_\_ Booster - \$20

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Please attach ad, print ready format  
or email to [Sheila@belmarparade.com](mailto:Sheila@belmarparade.com)

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Please Make Check payable to: **Belmar Parade Committee**  
Return no later than **February 3, 2012**

Belmar Parade Committee Ad Journal  
P.O. Box 331  
Belmar, New Jersey 07719  
E-Mail: [Sheila@belmarparade.com](mailto:Sheila@belmarparade.com)

***Thank You for your Support!***

