

# DECADES

2009

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Dear Friend:

Your support is critical to helping people living with HIV/AIDS access desperately needed legal services. The economic disaster along with the cutback in government support for HIV/AIDS services has squeezed all community organizations to the breaking point. Not since the beginning of the epidemic has the financial climate been so dire. Without your immediate support, critical legal services will no longer be available.

To help alleviate these funding shortfalls, the AIDS Law Project of Pennsylvania will host DECADES 2009 on November 5<sup>th</sup>. DECADES 2009 will be held in the Grand Ballroom of the Park Hyatt Philadelphia at the Bellevue. VIP tickets are \$250. General admission tickets are \$125. The evening will begin with a cocktail reception and *The Purple Auction*, a unique silent auction.

A thought-provoking Mock Trial\* will follow the reception. Former Pennsylvania Supreme Court Justice Sandra Schultz Newman will preside. The trial will highlight a typical HIV/AIDS discrimination case. Prominent local attorneys, including Tom Kline of Kline & Specter, will present the case.

**We are asking you to purchase ad space in the Event Program Book.  
Ad rates for the Program Book are attached.**

Your support of DECADES 2009 will enable the AIDS Law Project to continue to provide services that, over the past 21 years, have resulted in the following accomplishments:

- provided free legal services more than 30,000 people living with HIV/AIDS;
- represented over 2,000 people with HIV/AIDS who have suffered unlawful discrimination;
- drafted over 3,600 wills and power of attorney documents, 720 of which were signed by clients in their home or hospital room;
- assisted 198 terminally ill parents plan for their children's futures.

**Your Program Book Ad will enable the AIDS Law Project to continue to provide vital services for people living with HIV/AIDS.**

Since 1988, the AIDS Law Project of Pennsylvania has been the nation's only independent public interest law firm dedicated exclusively to serving people with HIV/AIDS. Last year we represented more than 1,600 clients in 2,100 matters, including planning for the futures of the children of dying parents, discrimination and illegal eviction. Our services help a vulnerable population live with dignity despite the stigma of their disease.

We invite you to support DECADES 2009 and the AIDS Law Project. This year, while we mark our strong record of accomplishment, we face greater financial challenges than at any time since our founding in 1988. Your Program Book Ad will help us to continue to provide critical legal services to people living with HIV/AIDS.

The voice of the AIDS Law Project must continue to be heard in the fight against discrimination. Our client services are urgently needed. Help us to continue the fight against ignorance. Help us to help people dying from HIV/AIDS to arrange for the care of their families. Help us by placing an ad in the DECADES 2009 Program Book.

Thank you for your consideration of DECADES 2009 to support the ongoing work of the AIDS Law Project of Pennsylvania. Together we will continue to provide free legal assistance to people with HIV/AIDS.

Sincerely,

  
Alberta Bertolino  
Board Chair

  
Ronda B. Goldfein, Esq.  
Executive Director

Attachments

\* Continuing Legal Education Credits are available if applicable.

A BENEFIT FOR THE AIDS LAW PROJECT OF PENNSYLVANIA

# DECADES 2009

Thursday, November 5<sup>th</sup>, 2009

## Program Book Advertising Opportunities & Form

The Program Book will be given to each of the approximately 300 attendees of DECADES 2009.

Full Page \$500	<ul style="list-style-type: none"><li>➤ Premier placement for maximum exposure</li><li>➤ Ad Size: 7"W x 8.5"H</li><li>➤ Black &amp; White</li></ul>
Half Page \$250	<ul style="list-style-type: none"><li>➤ Ad Size: 5.75"W x 3.25"H</li><li>➤ Black &amp; White</li></ul>
One Eighth Page (Business Card) \$100	<ul style="list-style-type: none"><li>➤ Ad Size: 2.75"W x 1.5"H</li><li>➤ Black &amp; White</li></ul>

### Ad Specifications/Instructions:

- Camera-ready art due by **Thursday, October 15, 2009.**
- Camera-ready art should be sent as a high resolution pdf file.

\_\_\_ I am unable to place an ad or attend DECADES2009. Please accept this donation of \$\_\_\_\_\_ in my absence.

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

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

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_ Enclosed you will find a check made payable to AIDS Law Project of Pennsylvania for \$\_\_\_\_\_.

\_\_\_ I would like my credit card charged for \$\_\_\_\_\_:

Please check: \_\_\_ VISA \_\_\_ Mastercard \_\_\_ American Express

Name as printed on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing address, including Zip Code, for card: \_\_\_\_\_

The AIDS Law Project is registered with the Commonwealth of Pennsylvania as a charitable organization. In compliance with the Pennsylvania Solicitation of Funds for Charitable Purposes Act, we are directed to inform you that a copy of the AIDS Law Project's official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free in Pennsylvania 1-800-732-0999. Registration does not imply endorsement.

**Please return this form to the AIDS Law Project (with art and copy) no later than October 15th by:**  
**E-mail** to [goldfein@aidslawpa.org](mailto:goldfein@aidslawpa.org), **Fax** to 215-587-9902 or **US Mail** to 1211 Chestnut Street, Suite 600,  
Philadelphia, PA 19107.