

SONS OF THE AMERICAN LEGION DETACHMENT OF



Dear Sons of The American Legion Supporter:

The purpose of this letter is to request that your business or company consider donating to the Ohio Sons of The American Legion. All donors will then be eligible to place an ad in our annual yearbook, which will be distributed to all delegates, alternates and guests who attend our 60th Annual Convention, to be held in Findlay, Ohio on May 17-19, 2024. All proceeds which exceed the cost of printing the yearbook will be donated to the Ohio Sons' favorite charity, The American Legion Child Welfare Foundation, Inc. (www.legion.org/cwf).

The Sons of The American Legion (SAL) was created in 1932 as an organization within The American Legion. The SAL is made up of boys and men of all ages whose parents or grandparents served in the United States military and became eligible for membership in The American Legion. Together, members of The American Legion, the American Legion Auxiliary, the Sons of The American Legion and the American Legion Riders make up what is known as The American Legion Family. All four organizations place great importance on preserving our American traditions and values, caring for veterans and their families, improving the quality of life for our nation's children, and teaching the fundamentals of good citizenship. Our Family boasts a combined total membership of nearly 4.2 million members. This year, the SAL attained an all-time high national membership of over 378,000. The Sons have always assisted Legionnaires with many of the Legion Family programs. Here in Ohio the Child Welfare Foundation (CWF) is the one on which we pride ourselves.

The ad size in the yearbook will be based on the amount of the donation.

- First donation of \$500 or more will get the entire back cover (8 ½" x 11") in full color - **SOLD**
- First donation of \$300 or more will get the inside front cover in full color - **SOLD**
- First donation of \$200 or more will get the inside back cover in full color - **SOLD**
- All donations of \$150.00 or more will get a full-page ad in black & white
- \$100 donations will get a half-page ad in black & white
- \$50 donations will get a quarter-page ad in black & white
- \$30 donations will get a business card-size ad in black & white

Please make checks payable to "The American Legion – Department of Ohio" with "SAL 2024 Yearbook CWF Donation" in the memo. Send your check and ad content to **American Legion Post 541, "ATTN: 2024 Yearbook Donation", PO Box 242, Continental, OH 45831**. **The deadline for publication is April 14, 2024.**

If you have any questions about the yearbook ads, the Sons of The American Legion, or The American Legion Child Welfare Foundation, Inc. please feel free to contact either one of us.

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