

2011 BENJAMIN MARSHALL SOCIETY GALA

“CELEBRATING 100 YEARS OF ELEGANCE”

BENJAMIN MARSHALL’S EAST LAKE SHORE DRIVE, 1911-2011

FRIDAY, MARCH 4, 2011 ★ THE DRAKE HOTEL, GOLD COAST ROOM

Advertising Opportunity

A MAJOR EVENT IN OUR CITY

The Benjamin Marshall Society proudly announces the celebration of the first Centennial Anniversary of East Lake Shore, 1911-2011, on Friday, March 4, 2011.

This 100-year milestone in Chicago social and architectural history will honor Benjamin Marshall, who designed five of the eight buildings on iconic East Lake Shore Drive—including The Drake and 999 N. Lake Shore Drive.

REACHING KEY CHICAGOANS WITH A PURPOSE

The gala will salute Marshall’s belief that civilization begins with a beautiful environment to be enjoyed by one and all. Through the support of many of Chicago’s most prominent residents of East Lake Shore Drive, active citizens and leaders of Chicago, the celebration will go down in history and help keep Marshall’s dreams alive.

The historic benefit marks the first stage of the Benjamin Marshall Society’s Capital Fundraising Campaign of \$200,000. The proceeds will go to 1) catalog and digitize Marshall’s works, now in the archives of the University of Texas at Austin, and 2) create the first Chicago exhibit on Marshall’s works.

We urge you to become a part of history by advertising in the historic, high-visibility program book, a limited-edition coffee table keepsake, reaching elite residents from Chicago’s high-profile East Lake Shore Drive/Gold Coast neighborhood, as well as the city’s most active and successful business, civic and social leaders. Limited advertising opportunities are currently available.

ADVERTISING OPPORTUNITY IN HISTORIC PROGRAM

Select advertisers and sponsors are offered large-size (8.5” by 11”) and half-size full color ads. This rare and coveted program will become a true collectible treasure.

Please see advertising rates below and contact Jane Lepaw to place your order either via email, janelepaw@gmail.com or by telephone at **847 682 0606**.

The Benjamin Marshall Society is a 501(c)3 not-for-profit. Your donation is tax-deductible, as allowed by law.

1243 Ridgewood Drive, Northbrook IL 60062

AD FORM

OVERVIEW: There will be a Limited Edition tribute and ad book for “Celebrating 100 Years of Elegance - Benjamin Marshall's East Lake Shore Drive.” Held on Friday, March 4, 2011 at The Drake Hotel, the gala will benefit the Benjamin Marshall Society.

Your advertising will reach the elite residents from Chicago’s high-profile East Lake Shore Drive/Gold Coast neighborhood, as well as the city’s most active and successful business, civic and social leaders.

Use this form to reserve the following ads for the Benjamin Marshall Tribute Book:

- Full-page back color cover (**reserved for major sponsor**)
- Full-page color (b&w or sepia) inside front and back cover ads - **\$2,500**
- Two to four page color, spread (b&w or sepia) - **pricing upon request**
- Full-page color, (b&w or sepia) ad - **\$650**
- Half-page color, (b&w or sepia) ad - **\$400**



The Drake Hotel

Ad size/specs:

Full Page: Bleed Size – 8.75” x 11.25”; Trim Size – 8.5” x 11”
Half Page Horizontal: Bleed Size – 8.75” x 5.75”; Trim Size – 8.5” x 5.5”
Half Page Vertical: Bleed Size – 4.5” x 11.25”; Trim Size – 4.25” x 11” (limited)

Ad Files: PDFs, Quark, Illustrator or Photoshop files on DVD or CD, accompanied by laser proof and designer contact should be mailed to: **Jane Lepauw, President, Benjamin Marshall Society**, 1243 Ridgewood Drive, Northbrook, IL 60062. **847 682 0606** or **janelepauw@gmail.com**

DEADLINES: Ad deadline is February 23

Name: _____

Company/Agency: _____

Address/City/State/Zip: _____

Contact Phone/Fax/Email: _____

Total enclosed: _____ Please make checks payable to Benjamin Marshall Society

Authorized Signature: _____



Benjamin Marshall

Please sign & return original copy with payment to:

Jane Lepauw
President, Benjamin Marshall Society
1243 Ridgewood Drive, Northbrook, IL 60062
847 682 0606 janelepauw@gmail.com



East Lake Shore Drive -1950s