



May 2020

To all Polo Patrons and Enthusiasts,

Allow me to introduce myself - I am the president of the Newport Rotary Club. We are part of Rotary International, an organization that brings people together to have fun making a difference in their communities and the world. I am writing to let you know that you may be in a position to make a significant difference for some local Newport college-bound high school seniors!

The Newport Rotary Club and Newport Polo have had a wonderful symbiotic relationship for over two decades. Traditionally, we produce the program each year for Newport Polo, and we organize and host the annual charity polo match. In a normal year, we raise between \$5,000 and \$15,000 dollars between selling ads for the program, and attendance and concessions at the charity match. 100% of proceeds go directly to the community. Our signature community service is our scholarships for local Newport high school seniors going on to college. We give away \$10,000 a year in scholarships.

This year, we have made the unusual decision to proceed with producing the Polo Program, knowing that it is extremely likely to operate at a loss this year. I will explain this choice in a moment, but - in case I am about to lose your attention, let me get straight to the point: With this decision, we are currently only on track to be able to fund 1/3 of our scholarships this year. You may be in a position to support us in funding them all. There are three ways you could participate. The first is by advertising with us in the Polo Program. The second is sharing this opportunity with any businesses that you know of that are operating in the black and would like to get some valuable advertising at a tremendous bargain, and fund scholarship by doing it. And the last of course is by directly donating to our club or our 501(c)3 foundation. We need all ad reservations and donation pledges by Fri, May 22 for them to be able to contribute to this year's round of scholarship applications. If you don't need to hear any more and want to participate, see the attached ad request form, and email us at [polo@newportrotary.org](mailto:polo@newportrotary.org).

Why are we doing this?

We estimate that 75% of our past advertisers do not currently even know if they will still be in business by the end of the summer. It costs over \$5,000 to publish the program. I struggled with this decision for weeks. At the same time, I struggled with the question "What example do I even set for my club on how to approach somebody about advertising, knowing that they could be in fear of losing their business?" Eventually, I had an epiphany. Those two questions were each other's answer. The Polo Program

does not have to just be a fundraiser. It can be a community service too. What better use of advertisers' payments from past years, than to offer to those of them that are struggling this year to give them their ad as our gift. So, that is what we are doing for any business that has advertised with us in the past three years. Now more than ever, businesses both need to get a message to the world that they are still operating, and may not be able to afford to do so.

However, this choice comes at a cost. It means that unless we do amazingly well at finding new advertisers this year, we will not be able to fund all of our scholarships. The application deadline was just this past Wednesday, May 13. We are evaluating the candidates in the coming week, and this year unlike in the past, we are also evaluating how many scholarships we can actually fund.

This is where you come in. If you have a business that is operating in the black, or you know of someone who does, please consider advertising with us. The Polo Program is literally the best deal in town for advertising; for the price of less than a similarly sized ad in a single newspaper issue, the polo program is distributed at every polo match, as well as alongside Newport This Week at their major distribution sites all throughout Newport County.

The deadline is tight, space must be reserved by Friday, May 22, so please respond or have any businesses you can think of email us ASAP at [polo@newportrotary.org](mailto:polo@newportrotary.org).

If you have nothing to advertise, but you are in a position to make a small donation that could push us over the hump to be able to fund an additional scholarship, please also email us! We have a full 501(c)3 tax-exempt foundation.

Thank you so much for your time,

Avram Dorfman  
President, Newport Rotary Club

(Please scroll down to view the Ad Placement Order Form below)

# **POLO SUPPLEMENT ORDER FORM**

<b>ROTARY CLUB OF NEWPORT</b> <b>P O BOX 164</b> <b>NEWPORT, RI 02840</b> <b>polo@newportrotary.org</b>	<i>Thank You for Supporting  The Charity Fund  of the Rotary Club of Newport</i>
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2020 SUPPLEMENT TO NEWPORT THIS WEEK

Distributed weekly at the INTERNATIONAL POLO SERIES  
& NEWPORT THIS WEEK distribution locations

<p>Advertising Width x Depth</p> <input type="checkbox"/> FULL PAGE (back cover): 10.5 in x 10.3 in ..... \$1,200.00 <input type="checkbox"/> FULL PAGE (inside cover): 10.5 in x 10.3 in ..... \$1,100.00 <input type="checkbox"/> FULL PAGE: 10.5 in x 10.3 in ..... \$990.00 <input type="checkbox"/> HALF PAGE: (inside cover) ..... \$525.00 <input type="checkbox"/> HALF PAGE Vert: 5.19 in x 10.3 in ..... \$500.00 <input type="checkbox"/> HALF PAGE Hor: 10.5 in x 5.09 in ..... \$500.00 <input type="checkbox"/> 1/4 PAGE Vert: 5.19 in x 5.09 ..... \$275.00 <input type="checkbox"/> 1/8 PAGE: 5.19 in x 2.5 in ..... \$180.00 <input type="checkbox"/> 1/16 PAGE: 2.55 in x 2.5 in ..... \$ 95.00	<p style="text-align: center;"><b><u>MOCK UP OF AD</u></b></p> <input type="checkbox"/> Copy attached <input type="checkbox"/> Awaiting copy Pick up: (FROM) _____ (DATE) _____  Delivery (DATE) _____  <b>CAMERA READY AD</b> <b>(as PDF may be emailed) to</b> <b>NEWPORT THIS WEEK:</b> <b>polo@newportrotary.org</b> <b>Subject: Polo (Your</b> <i>business' name)</i>
<p><b>DEADLINES:</b>  <b>SPACE RESERVATION by: May 15, 2020</b>  <b>AD COPY TO NTW by: MAY 18, 2020</b></p>	
<p><b>Email:</b> _____</p> <p><b>Website:</b> _____</p>	

***Thank you for advertising in the Newport Rotary Club's Annual Polo Supplement:***

Please complete any information not already completed

COMPANY: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_ ROTARIAN: \_\_\_\_\_

AD SIZE: \_\_\_\_\_ TOTAL: \_\_\_\_\_

<input type="checkbox"/> <b>Payment attached</b> <input type="checkbox"/> <b>Charge CC below</b> <input type="checkbox"/> <b>Rotary to invoice</b> CREDIT CARD NUMBER: _____ EXP DATE: _____ CVV: _____ ZIP: _____ <b>Note: For security purposes, if using CC please print and mail copy to address listed above.</b>
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FOR OFFICE USE ONLY: AD # \_\_\_\_\_