



There is an opportunity for organizations and local businesses to advertise in our 2021-2022 Printed School Calendar. The BASD calendar is an annual communication piece distributed to the homes of approximately 13,500 students and 2,000 staff members. It outlines the district's policies and procedures, provides district directory information, tax due dates, and emergency management information. Parents, students, and staff rely on it for information throughout the school year for the holiday schedules, parent-teacher conferences, early dismissals, report cards, concerts, plays, board meetings, and other major events. In addition, many outside organizations use the calendar extensively throughout the year to view upcoming events and access it to schedule their organization's events, etc.

The Bethlehem Area School District will offer advertising spaces (3 ¼ x 2 ¼ size) in the 2020-2021 BASD District Calendar for the sponsorship rate of \$250.00.

Due to the limited number of advertising spaces, we encourage you to submit your application as soon as possible to secure your desired month. All applications for advertisements must be received by **July 9, 2021.**

Please submit along with this completed application a **camera-ready quality** advertisement and send it electronically to [avargas@basdschools.org](mailto:avargas@basdschools.org) or via US mail along with your sponsorship payment of \$250.00 (made payable to BASD) and mail to the Bethlehem Area School District, Office of the Superintendent, 1516 Sycamore Street, Bethlehem, PA 18017.

Contact Person: \_\_\_\_\_ Phone No: \_\_\_\_\_

Organization: \_\_\_\_\_

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

City/State/Zip \_\_\_\_\_

E-mail: \_\_\_\_\_

Services Provided: \_\_\_\_\_

Month Preferences: \_\_\_\_\_

I understand that BASD has complete discretion in approval of this form and reserves the right to approve or deny any proposal for advertisement that is not consistent with its policy, mission and vision, regardless of whether all requirements in this application are met.

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_