

Alley Pond Environmental Center

Green Gala



228-06 Northern Boulevard ♦ Douglaston, NY 11362
(718) 229-4000 ♦ Fax: (718) 229-0376
alleypond.com ♦ @APECofQueens



228-06 NORTHERN BOULEVARD • DOUGLSTON, NY 11362-1068
(718) 229-4000 Fax: (718) 229-0376 www.alleypond.com

Alley Pond Environmental Center is a nonprofit organization in Queens enriching New York City community members on sustainability and the need to work together to save our planet.

APEC has been an educational hub for environmental studies for over 40 years! Our environmental education programs service more than 53,000 children per year. We also offer family and adult programs to over 20,000 adults per year.

This year, our annual Green Gala is April 4, 2019 and we would like your support. There are several options in which you may contribute to supporting our center, including:

- Providing a prize to raffle at our Gala Silent Auction
- Buying an advertisement in our Green Gala Journal
- Donating to Alley Pond Environmental Center
- Attending our Green Gala on April 4, 2019

We hope we can count on you to support this event which allows us to continue to offer the environmental education programs for more than 72,000 children and adults per year. Please feel free to call or email us with any questions you might have at 718-229-4000 or events@alleypond.com.

Thank you for your consideration of our request.

Cordially,

A handwritten signature in black ink that reads "Irene V. Scheid".

Irene V. Scheid
Executive Director



SPONSORSHIP PACKAGE OPPORTUNITIES

GALAXY **\$25,000**

- Outside Back Cover in Dinner Journal
- Two Premium Tables for a total of 20
- Sponsorship listing in journal
- Signage opportunities at Gala
- Listing in APEC's newsletter for one year
- Company on "Thank You" poster at APEC for 1 year
- Dedicated social media post, listing on the contributors section of our website with company logo image hyperlink going back to company website (link and logo to be provided by company) for a year following the event, link to ad from the gala section of our website for a year following the event, eblast including company's ad sent to our subscribers in a blast dedicated to the gala

PLANETARY **\$15,000**

- Inside Back Cover in Dinner Journal
- Premium Table for 10
- Sponsorship listing in journal
- Signage opportunities at Gala
- Listing in APEC's newsletter for one year
- Company on "Thank You" poster at APEC for 1 year
- Dedicated social media post, listing on the contributors section of our website with company logo image hyperlink going back to company website (link and logo to be provided by company) for a year following the event, link to ad from the gala section of our website for a year following the event, and mention with link in an eblast dedicated to the gala leading up to the event

EARTH **\$10,000**

- Centerfold page in Dinner Journal
- Priority Table for 10
- Sponsorship listing in journal
- Signage opportunities at Gala
- Listing in APEC's newsletter for one year
- Company on "Thank You" poster at APEC for 1 year
- Dedicated social media post, a listing on the contributors section of our website with company logo image hyperlink going back to company website (link and logo to be provided by company) for a year following the event, link to ad from the gala section of our website for a year following the event

WOODLANDS **\$5,000**

- Gold page in Dinner Journal
- Priority Table for 8
- Sponsorship listing in journal
- Signage opportunities at Gala
- Listing in APEC's newsletter for one year
- Company on "Thank You" poster at APEC for 1 year
- Dedicated social media post and a listing on the contributors section of our website with company logo image hyperlink going back to company website (link and logo to be provided by company) for a year following the event

WETLANDS **\$2,500**

- Full page in Dinner Journal
- 4 tickets to event
- Sponsorship listing in journal
- Listing in APEC's newsletter for one year
- Company on "Thank You" poster at APEC for 1 year
- Dedicated social media post leading up to the gala and a listing on the contributors section of our website with hyperlink going back to company website (link to be provided by company) for a year following the event

ESTUARY **\$1,000**

- Half page in Dinner Journal
- 2 tickets to event
- Sponsorship listing in journal
- Listing in APEC's newsletter for one year
- Company on "Thank You" poster at APEC for 1 year
- Dedicated social media post leading up to the gala and a listing on the contributors section of our website for a year following the event

SALT MARSH **\$500**

- Quarter page in Dinner Journal
- 2 tickets to event
- Sponsorship listing in journal
- Signage opportunities at Gala
- Listing in APEC's newsletter for one year
- Company on "Thank You" poster at APEC for 1 year
- Dedicated social media post leading up to the gala

JOURNAL AD OPTIONS

- Back Cover *7.5x10* - \$1,000
- Inside Cover *7.5x10* - \$1,000
- Center Fold *15 x 10* - \$800
- Gold Page *7.5 x 10* - \$600
- Silver Page *7.5 x 10* - \$500
- Full Page *7.5 x 10* - \$400
- Half Page *7.5 x 5* - \$250
- Quarter Page *3.75 x 5* - \$125
- Eighth Page *3.75 x 2.5* - \$75
- Membership Ad - \$25

Please complete below and send to APEC as soon as possible. Thank you!

Your name: _____

Business Name: _____

Address: _____

Town: _____ **State:** _____ **Zip:** _____

Phone Number: (_____) _____ **Best time to reach me:** ____am ____ pm

E-mail address: _____

_____ **Yes I can contribute the following to APEC's fundraiser:**

_____ **No I cannot contribute now, but keep me on your mailing list.**

THANK YOU FOR YOUR CONSIDERATION OF OUR REQUEST!

- We prefer digital copies! If you are emailing your ad, please send it to info@alleypond.com
- Enclose a copy of the advertisement that is typed or printed legibly. Please do not staple or tape.
- If you are supplying a business card or preprinted material that is to be reproduced as is, it must be camera ready.
- Please note that advertisements may be slightly resized to accommodate margins and/or borders in our printed journal.
- Return this with your check (payable to APEC) or credit card information.

APEC is a registered 501(c)(3) not-for-profit corporation. All contributions are tax deductible to the fullest extent allowed by law. For those attending, all contributions in excess of \$55 per person are tax deductible.

Internal Revenue Service
District Director

Department of the Treasury

Date: MAY 24 1979

Our Letter Dated:

August 17, 1977

Person to Contact:

E. Birnbaum

Contact Telephone Number:

212-330-7141

Case #11909507EO B-79-EO-867

Alley Pond Environmental Center, Inc.
228-06 Northern Boulevard
Douglaston, New York 11363

Gentlemen:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

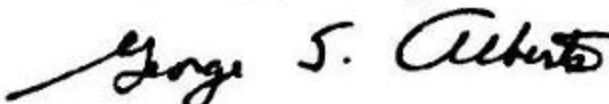
Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 170(c)(2)(A)(vi) & Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 170(c)(2)(A)(vi) & status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 170(c)(1)(A)(vi) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director

This letter supersedes our letter dated August 17, 1977.



IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248358237
July 09, 2010 LTR 4168C E0
11-2405466 000000 00

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BODC: TE

ALLEY POND ENVIRONMENTAL CENTER INC
22806 NORTHERN BLVD
DOUGLASTON NY 11362-1068



01171

Employer Identification Number: 11-2405466
Person to Contact: Mr. Kammerer
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your June 29, 2010, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in August 1977.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I