



7200 Franklin Blvd., Suite 100  
 Cleveland, OH 44102  
 Phone: 216-961-1568; Fax: 216-961-3270  
[www.cogswellhall.org](http://www.cogswellhall.org)  
*A Place to Call Home*

## 2018 Cogswell Hall Fall Gala Advertising Opportunities

You can support Cogswell Hall’s mission to house and help low-income adults with disabling conditions by placing an ad in our fall gala program booklet. We expect 200 guests at “Coming Home” on Saturday evening, Sept. 22, at Cleveland’s historic Bohemian National Hall. The event will celebrate Cogswell Hall’s 140 years of housing and helping people in need – since 1878! Honorees are the Ohio Capital Corporation for Housing and its President, Hal Keller.

Coming Home “Congratulatory Message” Rates (black-and-white)		
<i>Please note one of the four ad options in the form below and submit via USPS or Email.</i>	Size	Cost
Full Page	5 x 8	\$ 250
Half Page (horizontal)	5 x 4	\$ 150
Half Page (vertical)	4 x 5	\$ 150
Quarter Page (business card)	2.5 x 4	\$ 75

*\* NOTE: Please see Page 2 for information on IRS regulations regarding content and tax deductibility.*

**\*Color is available for \$50 more at each level.**

*Ad sizes may be adjusted slightly to accommodate trim, as needed.*

**Ad Deadline Tuesday, September 4, 2018**

Please Print _____	Date: _____
Ad selection: _____	
Company/Organization: _____	
Street Address: _____	
City: _____	State: _____ Zip: _____
Phone/Ext: _____	Fax: _____
Contact Person: _____	Email: _____
Authorized Signature: _____	
<i>(Please print name if different than contact person)</i>	
Make checks payable to: Cogswell Hall, Inc., 7200 Franklin Blvd, Suite 100, Cleveland, OH 44102	

*For information on sponsorships with benefits at our annual Coming Home gala, please contact Hans Holznagel at 216-961-1568, ext. 311; or [hholznagel@cogswellhall.org](mailto:hholznagel@cogswellhall.org).*

*Cogswell Hall is a permanent solution to homelessness that offers quality, low-income housing with social services, builds community and advocates for disabled and economically disadvantaged individuals.*

Dear Cogswell Hall Supporter:

Thank you for considering a advertisement in the program booklet for Cogswell Hall's fall gala, Coming Home. As you decide what to include in your message, here are some IRS guidelines regarding charitable contributions and advertising. More information can be found at: [www.irs.gov/charities-non-profits/advertising-or-qualified-sponsorship-payments](http://www.irs.gov/charities-non-profits/advertising-or-qualified-sponsorship-payments).

"... IRC Section 513(i) defines a 'qualified sponsorship payment' as any payment made by any person engaged in a trade or business with respect to which there is no arrangement or expectation that such person will receive any substantial return benefit other than the use or acknowledgement of the name or logo (or product lines) of such person's trade or business in connection with the activities of the organization that receives such payment. Such use or acknowledgement does not include advertising such person's products or services (including messages containing qualitative or comparative language, price information, or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use such products or services). ...

"... Advertising is defined in Treas. Reg. 1.513-4(c)(2)(v) as any message or other programming material which is broadcast or otherwise transmitted, published, displayed or distributed and which promotes or markets any trade or business or any service, facility or product. Advertising includes messages containing qualitative or comparative language, price information or other indications of savings or value associated with a product or service, an endorsement or an inducement to purchase, sell or use the sponsor's company, service, facility or product. ...

"... Advertising does not include acknowledgements. Acknowledgements are the mere recognition of sponsorship payments and **may include sponsor logos and slogans (that do not contain comparative or qualitative descriptions), sponsor locations and telephone numbers, value-neutral descriptions (including displays or visual depictions) of a sponsor's product-line or services and sponsor brand or trade names, and product service listing.** The effect of an acknowledgement is identification of the sponsor rather than the promotion of the sponsor's products, services or facilities. Logos or slogans alone are considered acknowledgements as they do not contain comparative or qualitative descriptions."

We appreciate your support of our work to house and help low-income adults with disabling conditions. If you have questions, please do not hesitate to contact me or my colleague, Sakina Kapasi, [skapasi@cogswellhall.org](mailto:skapasi@cogswellhall.org), 216-961-1568, ext. 312.

Sincerely,

Hans Holznagel  
Development and Marketing Manager  
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(216) 961-1568, ext. 312