



CONNECTICUT SPORTS WRITERS ALLIANCE

Established 1939

**P.O. Box 70
Unionville, CT. 06085**

President: Matt Conyers, Hartford Courant
Vice President: Tim Jensen, Enfield Source
Treasurer: Ken Lipshez, Meriden Record-Journal
Financial Secretary: Peter Vander Veer, Hersam Acorn Newspapers

GOLD KEY DINNER

ADVERTISING OPPORTUNITIES

Each year, the Connecticut Sports Writers' Alliance hosts its annual Gold Key dinner to recognize men and women who have made significant contributions and/or have achieved excellence at in the field of athletics as a player, coach or administrator.

The Gold Key, regarded as the highest sports award in the state, has been presented to more than 200 men and women including baseball manager Connie Mack (1940), boxer Willie Pep (1961), Walt Dropo (1975), President George H.W. Bush (1991), NHL legend Gordie Howe (1992), Geno Auriemma (2001), Jim Calhoun (2003) and U.S. women's soccer star Kristine Lilly (2012).

Each year, we honor athletes of the year and coaches of the year from our state. We recognize men and women who make a difference in the lives of Connecticut residents with our Good Sports award, our Bob Casey Courage Award and our Bo Kolinsky Special Recognition Award.

Proceeds from our banquet help fund scholarships for students studying sports journalism in college.

Please join us in honoring these outstanding individuals and assisting us in our mission of providing financial assistance for young men and women to study journalism.

We publish a souvenir program, an 8½ x 11 magazine-style booklet that is presented to each honoree and the approximately 300 dinner guests and sports journalists that attend each year.

Your support would be much appreciated. Quarter page, half page and full page ads are available. Please fill out the form on the back of this letter and return your advertisement with a check or money order written out to the Connecticut Sports Writers Alliance (CSWA) by April 1.

Gold Key program advertisements

Quarter page (3.8 inches wide x 5 inches deep)	\$250
Half page (8 inches wide x 5 inches deep)	\$350
Full page (8 inches wide x 10.25 inches deep)	\$600

Your ad: Please a black and white, camera ready advertisement as a PDF file by email to Bob Ehalt at ehalt.b@sbc.global.net. If you have a question about your ad, please contact Bob at 203-913-1027.

Your payment: Please provide a check or money order made out to the Connecticut Sports Writers Alliance or CWSA and provide to your local Alliance representative or send it to the CSWA, P.O. Box 70, Unionville, CT, 06085.

The deadline for advertisement submissions and payment is April 1.

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We _____ agree to place a _____ -page,
camera-ready advertisement for the 74th Gold Key souvenir program.

Enclosed is a check or money order for \$_____ to cover the cost.

We will provide the advertisement and payment by April 1.

Advertiser

Connecticut Sports Writers Alliance representative