

January 5, 2019

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Dear Friends and Neighbors:

We are writing to ask you to donate your goods and services or to purchase advertisements for our Lunar New Year Celebration Program Journal for SWAN (formerly known as Shuang Wen Academy Network).

For twenty-two years, as a 501(c)(3) tax-exemption organization specialized in offering Mandarin Chinese language education, SWAN has helped 400 students annually from varied social, economic, and ethnic backgrounds develop proficiency in Mandarin Chinese and to acquire a greater understanding of Chinese culture.

Many of our students are winners of national speech and cultural competitions, and have served as cultural ambassadors to China and Taiwan. Our students' Chinese writings are featured monthly in the World Journal.

Every year at our Lunar New Year Celebration, about 400 families come together to see their children (ages 2 to 14 year-olds) perform singing, dancing, poem recitation, and Chinese drumming. This year, the Performance will take place at Jing Fong Restaurant on March 1, 2019. Our families, community supporters, and Board members join us on this joyous occasion.

**We would like to ask your support towards the student performers' dinner tables by purchasing advertisements in our Program Journal. Your donated goods and services will also be auctioned and raffled at our Performance evening.**

Your donation and/or purchases are tax-exempt to the fullest extent allowable by law. Please consider joining other local merchants and organizations in donating to SWAN.

Thank you for your support,



Fu Mei Cheung  
Executive Director

## March 1, 2019 Lunar New Year Student Performance Auction & Raffle Donation Form

\* required

Name of Donor: \* (individual or business name to appear in catalog)

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

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Email: \* \_\_\_\_\_ Phone: \_\_\_\_\_

Name of Donated Item: \*

Description of Item (please include any restrictions that may apply): \*

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Fair Market Value of Item Expiration Date (if applicable):

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Name of SWAN Solicitor: \*

### THANK YOU SO MUCH FOR YOUR DONATION!

All donations are tax deductible. SWAN Chinese American International School is a 501(c)3 tax-exempt organization. Federal Tax ID # 31-1587377.

**All items and forms must be received by Feb. 8, 2019.** Please contact Ming-Yi Smith for any questions: [ming-yi.smith@swan-nyc.org](mailto:ming-yi.smith@swan-nyc.org) or 646-998-5786.

**March 1, 2019 Lunar New Year Student Performance Journal Advertisement Order Form**

Advertisement Size	Lunar New Year Only	Both Lunar NY and Gala* DOUBLE the exposure!
Back Cover (5.5" w 8.5" h) <i>Support 10 Children Dinner Seats</i>	<input checked="" type="checkbox"/> \$400 <b>SOLD</b>	N/A
Inside Front Cover (5.5" w 8.5" h) <i>Support 8 Children Dinner Seats</i>	<input type="checkbox"/> \$400	N/A
Inside Back Cover (5.5" w 8.5" h) <i>Support 8 Children Dinner Seats</i>	<input checked="" type="checkbox"/> \$400 <b>SOLD</b>	N/A
Center Left Page (5.5" w 8.5" h) <i>Support 6 Children Dinner Seats</i>	<input type="checkbox"/> \$300	N/A
Center Right Page (5.5" w 8.5" h) <i>Support 6 Children Dinner Seats</i>	<input type="checkbox"/> \$300	N/A
Full Page (5.5" w 8.5" h) <i>Support 5 Children Dinner Seats</i>	<input type="checkbox"/> \$250	<input type="checkbox"/> Journal & Website
Half page (5.5" w 4.25" h) <i>Support 3 Children Dinner Seats</i>	<input type="checkbox"/> \$150	<input type="checkbox"/> Journal & Website
<b>SWAN PARENTS PRICING BELOW</b>		
Family Full page (5.5" w 8.5" h)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$400
Family Half page (5.5" w 4.25" h)	<input type="checkbox"/> \$60	<input type="checkbox"/> \$200
Family New Year Wishes (2 - 3 Sentences)	<input type="checkbox"/> \$25	N/A

**\*Double your businesses' exposure** by considering purchasing advertisement for both the Lunar New Year and our annual Fundraising Gala & Auction event. This year's Gala will take place at the Golden Unicorn Restaurant on May 2, 2019, with an estimated 300 guests from corporations, community leaders, philanthropists, etc.

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Sample Full Page Ad (5.5" w 8.5 h")



黃宗澤 & 廖壽儒  
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\* 全美70多個訓練地點 \* 每星期提供免費訓練  
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長期護理和財產保障計劃

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Email: [GoldenInsuranceUSA@gmail.com](mailto:GoldenInsuranceUSA@gmail.com)

Sample Half Page Ad (5.5" w 4.25 h")

Happy 21st Anniversary to SWAN.

Thank you to the Gala Committee, staff and  
volunteers for making the gala a success!

展望中美國際學校二十一週年快樂！

感謝晚宴籌備會成員、教職員以及  
志工們的辛勞，舉辦晚宴圓滿成功！