



**BLESSED ASSOCIATION OF RETIRED PERSONS FOUNDATION, INC.**

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*Greetings!*

**Baguio City** has always been a center for rest and rejuvenation this side of the nation. It is famous for its cool weather, scenic views, and pine scented air which has sustained the good health of our senior citizens. Every year in October, we celebrate the month the elderly. With this in mind, we intend to stage **"THE GOLDEN YEARS FESTIVAL"** -a second staging after its successful initial offering in 2006. This year's festival celebrates good health and wellness through a month long event which will feature a parade and motorcade followed by the grand assembly of senior citizens, the highlight of which is the **GintongTala Achievers Awards** for the 12 Most Outstanding Senior Citizens, and the recognition of the BARP Foundation's **10 Media Awardees**. A free medical and dental mission will be conducted for the duration of the special event. This will coincide with a health and wellness fair and exhibition. A day will be devoted to fitness and sports competition which will kick-off with a walkathon-**"Walk for Life"**. A thanksgiving fellowship for the elderly will be celebrated in the traditional Cordilleran way during the groundbreaking of the lot where the center for senior citizens shall rise. There will be entertainment, performances and shows to entertain the elderly and guests. The festival will be a fitting tribute to the elderly. The Golden Years Festival will be the launching point of the BARP Foundation's fundraising campaign for the construction of the BARP Center for Retirees and the Elderly.

The participating elderly organizations belonging to the Baguio Elderly Assembly and the Cordillera are as follows, DSWD, Philippine Government Retired Employees Association, Inc. (PGREA), Office of the Senior Citizens Affairs (OSCA), Democratic Independent Workers' Association (DIWA Partylist), Federation of Baguio Senior Citizens Associations (FBASECA), Veterans Federation of the Philippines-CAR, Philippine Retirement Authority (PRA) , U.S. Navy Fleet Reserve- Baguio Chapter, US Armed Forces-NL World War II Veterans. This celebration is hosted by the Blessed Association of Retired Persons Foundation, Inc. (BARP), assisted by The Workshop for Infinite Media, Inc. as event manager. The festival expects the attendance of at least 10,000 senior citizens representing the City of Baguio, La Trinidad and the different Cordillera regions, La Union and Pangasinan.

In this regard, we appeal to your spirit of generosity to help us launch this unique event in celebration of the month of the elderly through an advertisement or greeting placement in our festival souvenir magazine entitled **"The Golden Years"** - a publication to cherish and appreciate.

Attached is our rate sheet for your perusal. Thank you very much for your untiring support to the elderly of our community. *Diyos ti agngina apo!*

Respectfully yours,

**Prof. FEDERICO A. BALANAG**

President/CEO

BARP Foundation, Inc.

Please find below our advertising rates for the festival souvenir magazine entitled **“The Golden Years”** which will be circulated during the month of the elderly. (10,000 copies, size: 8.5 x 11 inches). Your advertisement or greeting in this special issue will be greatly appreciated.

Please affix a check mark next to your choice of advertisement or greeting space

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|--|---|
| <input type="checkbox"/> <b>Back Cover</b>                         | <b>RESERVED</b>                               |
| <input type="checkbox"/> <b>Inner Back Cover (Black and White)</b> | <b>RESERVED</b>                               |
| <input type="checkbox"/> <b>1 Whole Page (Full Color)</b>          | <b>Php 12,500 (entitled to 3 free copies)</b> |
| <input type="checkbox"/> <b>1 Whole Page (Black and White)</b>     | <b>Php 10,000 (entitled to 2 free copies)</b> |
| <input type="checkbox"/> <b>1 Half Page (Full Color)</b>           | <b>Php 7,500 (entitled to 2 free copies)</b>  |
| <input type="checkbox"/> <b>½ Page (Black and White)</b>           | <b>Php 5,000 (entitled to 1 free copy)</b>    |
| <input type="checkbox"/> <b>¼ Page</b>                             | <b>Php 3,000 (entitled to 1 free copy)</b>    |
| <input type="checkbox"/> <b>1/8 Page</b>                           | <b>Php 2,000</b>                              |
| <input type="checkbox"/> <b>Donor List</b>                         | <b>Php 500</b>                                |

**Advertisement specifications:** Write or affix advertisement, greeting and photos, please email your greetings, company logo or advertisement in JPEG format to [barp.foundation@yahoo.com](mailto:barp.foundation@yahoo.com)

*Please make cash payments directly to the BARP Foundation office or to authorized representatives only. Check payments should be issued to BARP Foundation Inc. For bank to bank payment, please deposit to Unionbank Baguio Branch with account name and #: BARP Foundation, Inc. # 640019882*  
*An official receipt shall be issued for every ad solicitation.*  
*Deadline for submission of advertisement or greeting is on **September 15, 2012.***

<b>Name of Advertiser</b>	
<b>Contact Number</b>	
<b>Address</b>	
<b>Signature</b>	
<b>Date</b>	

<b>Solicitor</b>	
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