



St. Paul Elks Lodge No.465

St. Paul, Alberta

St. Paul Business Community:

The St. Paul Elks Lodge Thirty-Third Radio Auction is to be held over Radio Station 97.7 The Spur on November 4th, 2012. Donations from the Elks Lodge, this year will assist the Town of St. Paul to support the development of the St. Paul Water Park.

We are using the Elks Hall for displaying the merchandise and for our Auction Night. We intend to display the merchandise on Friday, Saturday and Sunday before the auction, and feel this location will provide excellent additional advertising value.

We realize, and deeply appreciate the fact that most of our local businessmen are behind our Community Service Projects. Most of them plan a donation which they know returns to the community in any case, and it is this attitude which permits our Lodge to continue its work, however, we do feel this Auction provides excellent advertising for you as follows:

1. The radio advertising on the night of the auction, which includes your firm's name, slogan if desired and the details of your donation.
2. A complete listing of all our businesses donating, including the item donated and its retail value in large full page ads in the local newspaper.
3. The Auction itself is advertised extensively both on 97.7 The Spur and in the St. Paul Journal.

We feel it worth mentioning that if you put some extra effort into your choice of donation, and if possible, gave a "popular item" which is representative of your particular business, we will be able to give you the best advertising coverage. As in the past, advertising credits will be given during the actual auction in proportion to the value of the item.

We will be sending a representative out to discuss this with you some time during the next two weeks, and we do hope that you will favor us with an article of your merchandise. In the event that you are a business acquaintance and are not contacted, or wish to discuss this in more detail, we would be pleased if you would call (Res:) 780-645-3152 or (Cell:) 780-614-7928.

We would like to thank you for your years of support and look forward to making this Radio Auction a success.

Yours truly,

Mike Warholik, Chairman
Elks Radio Auction