



2025 Summer National Tournament
Philadelphia, PA
"The City of Brotherly Love"

SOUVENIR JOURNAL

Dear Bridge Family and Corporate Sponsors,

The 2025 Summer National Tournament of the historical American Bridge Association will be held August 8 through 16, 2025, in Philadelphia, Pennsylvania. The Souvenir Journal is the official publication for this event and our major fundraiser. Hundreds of our players and friends read the advertisements placed in this publication. We will also place the journal in our archives after the event. Your purchase of ads and listings in the Souvenir Journal is an opportunity to help the ABA raise funds to put on another first rate national tournament. The 2025 Summer National Tournament is promising a great array of bridge and social experiences for all attendees. Your support is sincerely appreciated and greatly needed to assure our success.

DEADLINE: July 5, 2025

All ads should be submitted electronically "PRINT READY" in one of the following file formats: .jpeg, .pdf, or .docx (WORD). All completed Patron's Lists should be submitted electronically with all names typed. Hand-written lists will not be accepted. Payments must be accompanied by the confirmation number and a completed copy of the Ads and Patrons Lists Form. (See next page of Bulletin.) Below are detailed instructions for placing ads in the souvenir journal.

Procedures for SUBMITTING ADS and PATRON LISTS:

- Email your ad or patron list as an attached file in either of the following formats: .jpeg, .pdf, or .docx (WORD) to abasouvenir@gmail.com. Make sure you note the size of the ad, Full Page or Half Page. You will soon receive a confirmation number verifying that your ad was received. Choose either of the methods below to complete payment.
 - a. Submit your payment online. At the website, (ababridge.org), go to 2025 Summer National, Souvenir Journal. You will be able to complete all information and submit payment.
 - b. Submit your payment by mail. Include the check and a completed copy of the Ads and Patron Lists Form. (See next page of Bulletin.) Make sure your confirmation number is on the completed form.
Mail to: American Bridge Association
2025 Summer National SOUVENIR JOURNAL
2828 Lakewood Ave, SW
Atlanta, GA 30315

We are sincerely grateful for your time and support.

Your Tournament Host Committee



Souvenir Journal Ad Sample From Patrons

G Orfield



Souvenir Journal Ad Sample From Patrons:

Special Events Alan L. Wendroff, 2004-03-30 As the philosopher Martin Buber wrote All real living is meeting People like to get together That s why special events can often work so much better for nonprofit organizations than other less social types of fundraising programs From red carpet galas to Saturday afternoon street fairs special events offer nonprofits an unparalleled opportunity to both raise money and make friends Yet for all the benefits and they are great inexperience and bad planning can make these events more trouble and a greater financial drain than they are worth *Special Events Proven Strategies for Nonprofit Fundraising Second Edition* is the complete guide to making your next nonprofit event the rousing success it can be Packed with author and development professional Alan Wendroff s realistic insights and pointers this text provides a logical and comprehensive outline of event planning with a special emphasis on fitting these events into the larger framework of the nonprofit s organizational goals Inside you ll find such helpful tools as Seven goals for a successful event The Master Event Timetable METT a proven organizational tool that provides step by step guidance through the entire event process A case study explaining in understandable detail how to implement the advice and methods outlined An accompanying CD that includes sample timelines worksheets checklists budgets writing examples decision tables and contracts From choosing the right event to the best way of expressing thanks afterwards *Special Events* covers all aspects of producing a winning fundraiser for your organization In addition to the brass tacks of managing logistics the coverage includes thoughtful discussions on how to take full advantage of the networking volunteer recruitment public relations and motivational opportunities your special event can provide This updated Second Edition features new information in these areas plus an entirely new chapter on using the Internet for event planning With the needs of nonprofit organizations only growing as donations shrink special events become more and more vital in sustaining the life of these organizations Nonprofit lay leaders professionals and staff as well as marketing professionals and event planners who work with nonprofits will all find in *Special Events Second Edition* a clearly drawn road map leading to fundraising success **JUDICIOUS**

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been through the wringer with all these online marketers who use the same copy paste template of a sales page with mailing lists which send you unwanted traffic several times a week and insist that you are stupid enough to believe their hype over and over and over The Masters of Marketing Secrets series brings you these classics so that you can make up your own mind All that has been done with these books is to give you modern versions of them which have been mostly cleaned up of typos and poor editing and also made available in ebook and paperback so you can study them at your leisure J George Frederick lived in those times and wrote about the people and principles of advertising they discovered His book has been handed around for years and as you study the other books in this series it starts pulling the pieces together for you *The Gender of Photography* Nicole Hudgins, 2020-09-02 It would be unthinkable now to omit early female pioneers from any survey of photography's history in the Western world Yet for many years the gendered language of American British and French photographic literature made it appear that women's interactions with early photography did not count as significant contributions Using French and English photo journals cartoons art criticism novels and early career guides aimed at women this volume will show why and how early photographic clubs journals exhibitions and studios insisted on masculine values and authority and how Victorian women engaged with photography despite that dominant trend Focusing on the period before 1890 when women were yet to develop the self assurance that would lead to broader recognition of the value of their work this study probes the mechanisms by which exclusion took place and explores how women practiced photography anyway both as amateurs and professionals Challenging the marginalization of women's work in the early history of photography this is essential reading for students and scholars of photography history and gender studies *The Advertising Age Encyclopedia of Advertising* John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert

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