

TWENTY-SEVENTH ANNUAL

# Jeffco Fire Engine Rally

SEPTEMBER 25, 2021

Dear Friend,

The twenty-seventh annual Jeffco Fire Engine Rally will be held at the Herculaneum City Park on Saturday, September 25, 2021. The event is sponsored by the Jefferson County Fire Fighters Association.

Once again this year, the rally committee will be producing an official Jeffco Fire Engine Rally program for free distribution to those attending the rally. The rally program will contain historical information about the rally and each of the member fire department and ambulance districts in Jefferson County. Additional information to be included in the rally booklet will be a schedule of the rally events, biographies of the rally parade Grand Marshal and Junior Grand Marshal, a listing of past Jefferson County Firefighters Association award winners, a listing of past Grand Marshals and an In Memoriam page to honor those members of the Jefferson County fire service who have passed away during the past year.

To support the production this official program, the Jefferson County Fire Engine Rally committee is selling advertising space to various businesses, organizations and individuals wanting to support the Jefferson County Fire Fighters Association organization. An advertisement schedule listing the size and cost for the different size advertising spaces available in the rally program is included with this letter. Sample ad pages are included to illustrate advertising space sizes.

The Jeffco Fire Engine Rally committee will have 500 copies of the official program printed and distributed on the day of the rally. The committee believes that the official program will become a collector's item and be retained for several years.

The rally committee looks forward to your support toward the printing of the 2019 Official Jeffco Fire Engine Rally Program.

The Jeffco Fire Engine Rally Committee thanks you for your kind consideration of this request and for your support.

Bill Haggard  
President  
Jefferson County Fire Fighters Association

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## ADVERTISING PRICE & SIZE SCHEDULE

___ Quarter Page Ad (1 3/4" X 4 3/4")	Black & White	\$75.00
___ Half Page Ad (4" X 5")	Black & White	\$125.00
___ Full Page Ad (5" X 8")	Black & White	\$200.00
___ Full Page Ad (5" X 8") - Two only	Color	\$250.00
___ Front Inside Cover (5" X 8") - One only	Color	\$300.00
___ Back Inside Cover (5" X 8") - One only	Color	\$300.00
___ Back Cover (5" X 8") - One Only	Color	\$350.00
___ Center Fold (8" X 10") - One only	Color	\$500.00

BUSINESS/ORGANIZATION NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

CONTACT PHONE NUMBER \_\_\_\_\_

Payment and ad copy must be received by August 31, 2021.

Make checks payable to: Jefferson County Fire Fighters Association

Send payments to: Bill Haggard, Rally Chairman  
c/o Jefferson County Fire Fighters Association  
441 Jefferson Street  
Herculaneum, MO 63048

For more information, please contact Rally Chairman Bill Haggard at 314 852-4964.

Electronic ad copy can be sent to: [fire-rescue@herculaneumfire.com](mailto:fire-rescue@herculaneumfire.com)