



Dear NCDA Chapters,

Planning is underway for the 2023 NCDA Convention November 24-26 in Burlingame. We hope you've marked your calendars and are making plans to attend.

Continuing 60 years of NCDA tradition, we will publish *The Councilor*, highlighting the year in DeMolay in Northern California. This year *The Councilor* will also be highlighting each individual chapter with a **FREE** full-page spotlight to share the photos that capture the Chapter's activities over the last year!

To claim your chapter's page all that is needed is to upload your photos to your chapter's folder at <http://bit.ly/23Councilor>. Chapter folders can be found within the Division folders. Photos can be uploaded at any time but the deadline to have any photos you would like included is **Friday, October 6 at 9 PM**. If you have any questions about the uploading, please reach out to Mom S (contact info below).

To help support the expanded edition of this year's book, we will also be expanding the opportunity for Masonic organizations, businesses, friends, and family to advertise. To that end, we are offering Chapters a new way to raise funds by selling ads for *The Councilor*.

Ad pricing:

- Full-page \$300
- Half-page \$150
- Quarter-page \$75
- Business card size \$40

This is a ***revenue-sharing fundraiser***, meaning that there will be some money that comes first to supporting the publication before additional ads sold have the monies split.

How it works:

- The first \$300 in ads (of any size) sold by a chapter will be used to support the publication of the book.
- Every additional ad sold will see the revenue of the ad split 50/50 between NCDA and the chapter.

Example: Santa Cruz chapter sells two full page ads and a half page ad for a total of \$750 dollars in ad sales. Each advertiser pays Santa Cruz Chapter for their ad. The Chapter will remit \$525 to NCDA and keep \$225 for their use. [\$525 = \$300 plus \$ 225 (50% of \$450)].

The following organizations are existing advertisers and may not be solicited for ads by Chapters:

- The Scottish Rites of Fresno, Sacramento, Oakland, and San Francisco
- Ben Ali and Asiya Shriners
- Grand Lodge/Grand Master of California/Alan Casalou
- Masonic Homes/Acacia Creek
- Masonic Center for Youth and Families

All content for the *The Councilor* (ads and photos) **including ad payments** (a single chapter check payable to Northern California DeMolay) must be submitted to Mom Jill Shanmugasundaram by **Friday, October 6 at 9 PM**. *Due to the timelines required to print the expanded issue, no exceptions can be made to the deadline*, so please reach out to Mom S sooner rather than later with questions and concerns.

A copy of the ad form is included with this correspondence and can be downloaded from <http://bit.ly/23Councilor>.

You can reach Mom S as follows:

Mom Jill Shanmugasundaram

jill@korpall.com

650-714-1366 (call/text)

1225 Vienna Dr #436

Sunnyvale, CA 94089

For any Convention questions please contact the Convention Director Dad Dave Clements via phone or text at: (209) 679-2851 or via email at convention@norcaldemolay.com.