

Queen of Hearts Luncheon
Honoring 2011 Queen of Hearts
Anna May Conese
Thursday, November 18, 2010

**2010 Miami Children's Hospital Foundation
Souvenir Journal Guidelines**

Due to taxing laws and our non-profit event guidelines please keep the following in mind when creating your Miami Children's Hospital Foundation souvenir journal advertisement (s).

- Restrain from using superlative language. (ex.: "Ford is the best car company.") Language comparing your service to that of a competitor ("Michael Kors is less expensive than 123 company's.") is also prohibited.
- No calls to action. You can include your business contact information, but you shouldn't include text that says, for instance, "please call for services".
- The most memorable recognition pieces are the ones that express why your organization or business supports Miami Children's Hospital and/or Miami Children's Hospital Foundation and our mission.
- Recognition pieces that tie into the current **Queen of Hearts Luncheon Honoring 2011 Queen of Hearts Anna May Conese** theme or special appeal are often well received by guests and other sponsors.

Should you have any questions?

**Please feel free to contact Morgana Rolle at 786-624-2038 or mrolle@mchf.org.
We will be happy to advise as you develop the advertisement piece for the
2010 Miami Children's Hospital Foundation souvenir journal.**

