

## What is the Four Way Test?

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is "The Four Way Test," created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy. This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising and all relations with dealers and customers. The survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than 100 languages and published in thousands of ways. It asks the following four questions:

### Of The Things We Think, Say or Do....

1. **Is it the Truth?**
2. **Is it Fair to All Concerned?**
3. **Will it Build Goodwill and Better Friendships?**
4. **Will it be Beneficial to All Concerned?**

For over 70 years, Rotarians have been using the Four Way Test as a practical yardstick in our business, community, and personal affairs. You will note that the "Test" does not provide answers. It asks questions which the user must answer. Thousands of Rotarians have used it and shared it with others. Millions of copies have been distributed to students and business associates. The "Test" has been carved in granite monuments, displayed on billboards, written into labor contracts, printed on wrapping paper and umbrellas and has been the theme of countless awards, essays, and speech contests.

The Four-Way Test is the key to being a Rotarian. It reminds us that we practice high ethical standards in our everyday lives. If we can promote the Four Way Test to our community and the younger generations, we believe it will be to our community's benefit.

***Quakertown Rotary will be hosting its 1st annual "Four-Way Test" Awards Breakfast on May 11, 2021 from 8:00 am to 10:00 am at McCool's Red Lion Inn to honor adults and high school students who apply Rotary's guiding principles of the Four Way Test to their lives. We hope you will join us in this community celebration through sponsorship and/or attendance at this event.***

For additional information, please contact: Liz Herman, 215-272-6431 email: [lizherman77@gmail.com](mailto:lizherman77@gmail.com).

**Sponsorship Opportunities**

Quakertown Rotary will be hosting its 1st annual “Four-Way Test” Awards Breakfast on May 11, 2021 from 8:00 am to 10:00 am at McCoolle’s Red Lion Inn to honor adults and high school students who apply Rotary’s guiding principles of the Four Way Test to their lives. (See attachment for COVID-aware venue guidelines)

Check One	Sponsor Level	Benefits	Cost
	Platinum Sponsor	Full page advertisement in our event program, company name on our website with a link to your website, signage at the event and tickets for <b>(6 or 8?)</b> to attend the breakfast.	\$1,000
	Gold Sponsor	Half page advertisement in the event program, company name on our website with a link to your website, signage at the event, and tickets for four people to attend the breakfast.	\$500
	Bronze Sponsor	Business card size advertisement in the event program, company name on our website with a link to your website, and tickets for one person to attend the breakfast.	\$100
	Event Program Advertisement	Center two pages (10" w x 7 1/2" h)	\$500
		Back Cover (4 1/2" w x 7 1/2" h)	\$350
		Inside Cover (4 1/2" w x 7 1/2" h)	\$300
		Full page (4 1/2" w x 7 1/2" h)	\$250
		Half page (4 1/2" w x 3 1/2" h)	\$150
		Business card (3 1/2" w x 2" h)	\$75
	Event Tickets Only (complete attachment to register)	Individual Tickets	\$35
		Reserved Table Sponsor (6 tickets)	\$150

*The Quakertown Rotary Club Foundation is a 501(c)3 organization, Tax ID # 81 – 5249527  
Tax Deductibility applies to Sponsorship only. Food cost is generally non-deductible.*

Your name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company / Organization \_\_\_\_\_

Full Address / Zip Code \_\_\_\_\_

Email address: \_\_\_\_\_ Website address: \_\_\_\_\_

**Artwork must be submitted in pdf, tiff or jpeg format – or email file by April 30, 2021 to [gtrotary@gmail.com](mailto:gtrotary@gmail.com).**

**Please make checks payable to “Quakertown Rotary Foundation” and return this form with your payment to:  
Quakertown Rotary Foundation, PO Box 454, Quakertown, PA 18951**

**Or, pay by credit card:**

Card Type :  MasterCard  Visa  Discover  Amex  Other \_\_\_\_\_

Cardholder Name (as shown on card): \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date (mm/yy): \_\_\_\_\_

Cardholder Zip code (from credit card billing address): \_\_\_\_\_

## FOUR-WAY TEST AWARDS BREAKFAST Attendance Only Ticket Registration

Quakertown Rotary will be hosting its 1st annual "Four-Way Test" Awards Breakfast on May 11, 2021 from 8:00 am to 10:00 am at McCoolle's Red Lion Inn to honor adults and high school students who apply Rotary's guiding principles of the Four Way Test to their lives. More than 6 to register? Please copy this form and submit with your payment. *(See reverse for COVID-aware venue guidelines)*

Event Tickets	Individual Tickets	\$35
	Reserved Table Sponsor (6 tickets)	\$150

*The Quakertown Rotary Club Foundation is a 501(c)3 organization, Tax ID # 81 - 5249527  
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Contact name: \_\_\_\_\_

**(We will send any followup correspondence regarding the event to this individual to relay to other attendees as necessary)**

Company / Organization \_\_\_\_\_

Full Address / Zip Code \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendee #1 name: \_\_\_\_\_

Attendee #2 name: \_\_\_\_\_

Attendee #3 name: \_\_\_\_\_

Attendee #4 name: \_\_\_\_\_

Attendee #5 name: \_\_\_\_\_

Attendee #6 name: \_\_\_\_\_

**Please make checks payable to "Quakertown Rotary Foundation" and return this form with your payment to:  
Quakertown Rotary Foundation, PO Box 454, Quakertown, PA 18951**

**Or, pay by credit card:**

Card Type :  MasterCard  Visa  Discover  Amex  Other \_\_\_\_\_

Cardholder Name (as shown on card): \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date (mm/yy): \_\_\_\_\_

Cardholder Zip code (from credit card billing address): \_\_\_\_\_

## **McCoole's Red Lion Inn COVID Guidelines**

McCoole's follows all applicable provisions of the Guidance for Businesses Permitted to Operate During the COVID19 Disaster Emergency to Ensure the Safety and Health of Employees and the Public.

All customers are required to wear masks while entering, exiting, or otherwise traveling throughout the restaurant or retail food service business. Face coverings may be removed while seated.

Individuals who cannot wear a mask due to a medical condition (including children under the age of two years per CDC guidance) are not required to wear masks and are not required to provide documentation of such medical condition.

McCoole's will provide at least six feet between parties at tables and ensure maximum occupancy limits for indoor and outdoor areas are posted and strictly enforced.

When needed, shared tables among multiple parties unless the seats will be arranged to maintain six feet of distance between parties.

Guidelines regarding cleaning all high touch areas frequently used and/or any shared items with which customers will come in contact such as tabletops are strictly followed.