



## 2022 Neil Boyer American Festival of Bands

New Jersey Marching Band Directors Association Competition

### Sponsor and Ad information for Band Members and Parents

We need each band member to participate and try to sell at least ONE ad. The section that sells the most ads will get a pizza party.

- Selling Program ads is a team effort!
- The best businesses to approach are businesses you and your family patronize. For example, your dog groomer/kennel, vet, dentist, orthodontist, hair dresser, pizza parlor, restaurants, accountant, lawyer, stores, bank, gas station, music teacher, etc.
- Parents: If you have a business, this is a great way to advertise to a large demographic at basically a 25% or 50% discount considering your student's ad money going to their student account.
- Parents: Consider putting an ad in to spotlight your student or past alumni.
- If a business is running an ad in the football program, we can use the same ad. They DO NOT need to supply artwork. Make sure the business understands this is different from the football program ads.

The selling Band member receives in their student account:

- 50% of all patron ads
- 25% of all program ads up to \$500
- 50% of all program ads if your individual ads add up to \$500 or more

The most important step in selling an ad is following up!

1. When you ask a business owner if they would be interested in placing an ad in the program, if they do not give you an answer on the spot, make sure you ask for their name and a contact number. In a few days' time, give them a call back to see if they made a decision. Keep a notebook with you to jot down this information. Make sure your name is on the ad forms!
2. If they are going to put an ad in, ask if they are going to mail it in or if they would like you to pick it up. If you are retrieving the ad, make sure to also get payment at the same time. If mailing the ad, ask what size ad they are placing. If you pick up ad and payment, put in the fundraiser box. **All payments must be made by check** – no cash should be accepted. If the business owner would like to pay in cash, please reach out to the booster treasurer.
3. If they are mailing the ad in, email [bandfestival@phillipsburgband.com](mailto:bandfestival@phillipsburgband.com) with the business name, contact name, phone number and size of ad they are buying. \*We must STILL receive a paper copy of the form for you to receive credit for the ad.
4. For any announced ads, ask them to keep it to 5 sentences.