The Neil Boyer Band Festival

Sponsor and Ad information for Band Members and Parents

<u>We need each band member to sell at least ONE ad.</u>

❖ Selling Program ads is a team effort! The more successful you are the more successful the program is as a whole!!

❖ 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 students 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.

> ### THE BASICS
> *The selling band member will receive 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.*

Most important step in selling and ad is follow 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 fundraiser box.

3. If they are mailing the ad in, email bandfestval@phillipsburgband.com with the business name, contact name, phone number and size of ad they are buying

KEEP AD AND SPONSOR SELL SHEETS IN YOUR CAR