

All students are required to sell ONE Ad for our Season Ad Book OR ONE Corporate Sponsorship.

Students will earn 50% of whichever size ad is obtained. See below!

The most important fundraiser of the AHS Choir Season starts now! Choir families may now begin to offer Advertising space OR Corporate Sponsorships (which include ad space) in our annual Season Ad Book. This program book will feature information about AHS choirs, our directors, group pictures, our season performance schedule, personal best wishes ads, and the advertisements from local businesses.

Choir Fees/Tuition alone does not cover the actual cost of running our program. The sales of ads and corporate sponsorships help promote the AHS choirs while providing local businesses an opportunity to show their support of our excellent program. Funds generated from the Season Ad Book and Corporate Sponsorship sales allow AHS Choral Boosters to pay for sheet music, accompanying support, and choir competition fees. These funds also help alleviate transportation costs, and will provide scholarships for some senior choir students.

Selling Tips:

- Our Season Ad Book is distributed with a program insert at all our concerts throughout the season and is professionally printed.
- Potential advertisers include: local businesses, home based businesses, voice or instrument teachers, dance studios, restaurants, law offices, car dealerships, etc.
- Consider friends and family that you know own businesses
- Make personal contact with potential advertisers.
- Show vendors both Information flyers –Corporate Sponsor & Season Ad Book
- Fill out Sales form and be sure to confirm contact information & credit card information required
- Checks should be made to Avon High School Choral Boosters
- Fill out Receipt form and remind vendor of artwork deadline – follow up & confirm
- Payment & artwork may also be submitted to www.avonchoirs.com
- If you do not know of a business to approach, consider placing Best Wish ads

EARN YOUR FEES BEFORE SCHOOL STARTS!

The \$ amount inside the parenthesis is how much \$ will go directly to your student choir account!

Corporate Sponsorships (ad space in Season Ad Book and AVI)

GOLD \$500 (\$200) full page ad
SILVER \$350 (\$150) half page ad
BRONZE \$250 (\$100) quarter page ad
CONTRIBUTOR \$150 (\$62.50) business card ad

Season Ad Book ONLY:

FULL PAGE COLOR \$350 (\$175)
HALF PAGE B&W \$250 (\$125)
QUARTER PAGE B&W \$150 (\$75)
BUSINESS CARD B&W \$75 (\$37.50)

Season Ad Book & Avon Vocal Invitational:

FULL PAGE COLOR \$400 (\$200)
HALF PAGE B&W \$300 (\$150)
QUARTER PAGE B&W \$200 (\$100)
BUSINESS CARD B&W \$125 (\$62.50)

BEST WISHES

Choice A \$25 (\$12.50) 15 words only per ad & must sell THREE to qualify as required ad sale
Choice B \$75 (\$37.50) 15 words & photo

Sample script or wording for an email

Hi, my name isand I am a student at Avon High School and a member ofchoir. The AHS Choir provides a great program for students like me. I have been singing in the choir for years and I really like the program because.....

Would you consider supporting the AHS Choirs by purchasing an ad in our 2018-2019 Season Ad book or becoming a Corporate Sponsor?

Our book is distributed at each concert during our season, reaching hundreds of households throughout Hendricks County. It will also be posted on our website reaching many more potential customers.

Money raised through selling ads helps support every aspect of our program, from buying new music to offering scholarships for students. It also helps promote the choirs to new families and our community.

Another choice is to become a corporate sponsor which will allow you to place an ad, receive verbal and other printed advertising as well as attend our concerts for free!

I have an informational flyer for both options (show in person or email to potential business)

Would you consider helping us reach our goal by purchasing an ad or becoming a sponsor?

Thank you for your time and we appreciate your support of quality arts education in our community

Guidelines for vendor artwork & photographs:

- All ads must be submitted by **August 28th** in order to allow time for production and printing.
- All artwork or advertisement **MUST** already be the **ACTUAL** size needed for the ad.
- Please submit first generation or original art.
- Email all digital files to adsahschoirs@aol.com
- Digital files are preferred, ask if an electronic copy of artwork is available
- Ad copy can be sent in PDF, JPEG, EPS files but must be at least 300 dpi.
- Return ads and any artwork, business cards or pictures in an envelope marked with student name.
- Do NOT staple or paper clip ads or business cards to the sales forms
- Do NOT bend or fold any artwork or photos
- Do NOT scan any advertisements that have been printed from a computer.
- Clean business cards will be accepted as camera ready artwork. Raised lettering does not copy or scan clearly. Send in ORIGINAL business card in a marked envelope
- Offer to return to pick up artwork, some may need time to gather high quality media.
- If vendor chooses to pay & submit artwork online then you must still fill out sales form & turn in
- Online orders and artwork may be submitted at www.avonchoirs.com
- Leave all vendors a Receipt and Save the dates (upcoming concerts) Form
- You are **RESPONSIBLE** for following up with your vendor for artwork & payment.
- No credits will be given to accounts until artwork & payment have been accepted

If you have any questions please email adsahschoirs@aol.com

Happy Selling! Avon High School Choral Boosters