

EARN YOUR FEES BEFORE SCHOOL STARTS!

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

Corporate Sponsorships - which include advertising space in Season Ad Book and AVI Book

\$500 GOLD	(\$212.50)	full page ad
\$400 SILVER	(\$162.50)	half page ad
\$300 BRONZE	(\$112.50)	quarter page ad
\$200 CONTRIBUTOR	(\$62.50)	business card ad

Season Ad Book ONLY:

\$375 FULL PAGE COLOR	(\$187.50)
\$275 HALF PAGE B&W	(\$137.50)
\$175 QUARTER PAGE B&W	(\$87.50)
\$75 BUSINESS CARD B&W	(\$37.50)

Season Ad Book & Avon Vocal Invitational Book:

\$425 FULL PAGE COLOR	(\$212.50)
\$325 HALF PAGE B&W	(\$162.50)
\$225 QUARTER PAGE B&W	(\$112.50)
\$125 BUSINESS CARD B&W	(\$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

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 Books. These professionally printed programs will feature information about AHS choirs, our directors, group pictures, our season performance schedule, personal best wishes ads, and the advertisements from local businesses. They will be distributed with a program insert at all our concerts & at AVI.

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.

All students are required to sell 1 Ad for our Season Ad Book OR 1 Corporate Sponsorship.

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

Corporate Sponsorships receive 50% of ad size not the full amount of the sponsorship.

Selling Tips:

- 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
 1. Make personal contact with potential advertisers.
 2. Show vendors the Information flyer –Corporate Sponsor & Season Ad Book Sales Form
 3. Fill out Sales form and be sure to confirm contact information
 4. Fill out credit card information or Checks should be made to Avon High School Choral Boosters
 5. Fill out Receipt form and remind vendor of artwork deadline – follow up & confirm
 6. 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

Guidelines for vendor artwork & photographs:

- All ads must be submitted by **August 27th** 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
 - Ad can be sent in PDF, JPEG, EPS files but must be at least 300 dpi
- Return any ads, 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.
- 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

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 2021-22 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 I would like to share with you (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.

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

Happy Selling! Avon High School Choral Boosters

AVON HIGH SCHOOL CHORAL BOOSTERS Referred by _____
 Seasonal Advertising or Corporate Sponsorship Agreement 2021-2022

Please note that your purchase of an ad or choosing to become a Corporate Sponsorship funds helps to pay for music, back-up bands and accompanists, choir competition fees, costumes and props for choir competitions, transportation costs as well as provide scholarships to some of the choir students. The Avon Choral Boosters is an approved 501c3-entity; therefore, all funds contributed by sponsors are considered charitable and can be used as such for tax filing purposes.

Corporate Sponsorship Level:

- GOLD \$500
 - o Full page color ad in both books, Verbal recognition at all concerts, 1 family pass to concerts, Listing on sponsorship board, Recognition on website & Facebook page
- SILVER \$400
 - o Half page B&W ad in both books, Verbal recognition at all concerts, 1 family pass to concerts, Listing on sponsorship board, Recognition on website & Facebook page
- BRONZE \$300
 - o Quarter page B&W ad in both book, Verbal recognition at all concerts, 1 family pass to concerts, Listing on sponsorship board, Recognition on website & Facebook page
- CONTRIBUTOR \$200
 - o Business card ad in both books, Verbal recognition at all concerts, 1 family pass to concerts, Listing on sponsorship board, Recognition on website & Facebook page

Season Ad Book & Avon Vocal Invitational Program Book:

- \$425 FULL PAGE COLOR (7.5" x 10")
- \$325 HALF PAGE B&W (7.5" x 5")
- \$225 QUARTER PAGE B&W (3.75" x 5")
- \$125 BUSINESS CARD B&W (3.5" x 2")

Season Ad Book ONLY:

- \$375 FULL PAGE COLOR (7.5" x 10")
- \$275 HALF PAGE B&W (7.5" x 5")
- \$175 QUARTER PAGE B&W (3.75" x 5")
- \$75 BUSINESS CARD B&W (3.5" x 2")

COVERS FOR BOTH BOOKS	
Full Color Ads	
\$900	Outside Back Cover SOLD
\$750	Inside Front Cover SOLD
\$750	Inside Back Cover

Advertiser/Billing Information:
 Company: _____
 Contact: _____
 Phone: _____
 Email: _____
 Address: _____
 City: _____ State: _____ Zip: _____

Please sign & return completed form with payment to:
 Avon High School Choral Boosters
 Memo: 2021-2022 Season Ad Book/Corp. Sponsor
 7575 Oriole Way Avon, IN 46123
 Payment: Check Enclosed Credit Card
 Credit card #: _____
 Exp. _____ CVV _____

Paying Online and will submit payment & artwork: www.avonchoirs.com

The undersigned agrees to purchase advertising space in the price and schedule selected above.

Signature: _____ Total due \$ _____

Ad copy/artwork is due by August 27th. Ad copy can be sent in PDF, JPEG, EPS files but must be at least 300 dpi.

Ads must be submitted as the same size selected above. Submit to adsahschoirs@aol.com

Avon High School Choral Boosters

RECEIPT for Season Ad Book & Corporate Sponsor Sales

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 - o Quarter page B&W ad in both books, Verbal recognition at all concerts, 1 family pass to concerts, Listing on sponsorship board, Recognition on website & facebook
- CONTRIBUTOR \$200
 - o Business card ad B&W in both books, Verbal recognition at all concerts, 1 family pass to concerts, Listing on sponsorship board, Recognition on website & facebook

Season Ad Book & Avon Vocal Invitational Program Book (2 books):

- FULL PAGE COLOR \$425 (7.5" x 10")
- HALF PAGE B&W \$325 (7.5" x 5")
- QUARTER PAGE B&W \$225 (3.75" x 5")
- BUSINESS CARD B&W \$125 (3.5 x 2")
-

Season Ad Book ONLY:

- FULL PAGE COLOR \$375 (7.5" x 10")
- HALF PAGE B&W \$275 (7.5" x 5")
- QUARTER PAGE B&W \$175 (3.75" x 5")
- BUSINESS CARD B&W \$75 (3.5" x 2")

All Ad copy/artwork is due by **August 27th** .

Ads must be submitted as the same size selected above.

Ads can be sent in PDF, JPEG, EPS files but must be at least 300 dpi..

Submit ad artwork files to adsahschoirs@aol.com

Online Payment and submission of ad artwork files to www.avonchoirs.com

We would love for you to join as at our events!

Fall Fling - September 14th

Sounds of the Season - December 3rd

Madrigal Dinners - December 8th & 9th

Contest Preview & Auction - January 21st

Avon Vocal Invitational - March 4 & 5

Organizational Concert - April 14th

Spring Sing - May 13th

AHS CHORAL BOOSTERS THANK YOU FOR YOUR SUPPORT!