

How to Sell Ads, Sponsorships, and Donors

Step-by-Step Directions for Parents and Performing Arts Students

STEP 1 - Think of people you know who sell a product or service that would benefit families of Bingham High School. Good prospects would include **self-employed businessmen, realtors, hair dressers, nail techs, auto mechanics, lawyers, accountants, computer programmers, printers, seamstresses, construction specialists, landscape services, piano teachers, childcare providers, banks, fast food restaurants, copy shops, music stores, and all retail businesses. Also contact relatives and ALUMNI!**

STEP 2 - Wear Bingham High School apparel and approach potential advertisers with a complete explanation of the program advertising. Explain why this type of advertising would be good for their business (see benefits on inside of order form). Emphasize the idea that their advertisements would be in 14 different performing arts events throughout the year. No pressure is necessary, this is an opportunity for them to promote their business, and you are helping them. If they wish to participate:

1. Fill out the order form; don't forget their signature.
2. Collect their check (in full) payable to Bingham High School.
3. For a business card ad, simply **PAPERCLIP** the business card to your order form and submit (PLEASE DO NOT STAPLE IT TO ORDER FORM!).
4. For advertising art, be sure art is submitted according to specifications on the order form.
5. If design services are necessary for custom design work, there will be an additional charge. Todd Humphrey will provide the design work. If you have any questions, please call **801-703-6282** to discuss the procedure with Todd.
6. **YOU MUST HAVE ARTWORK TURNED IN BY OCT 15TH TO GET CREDIT FOR THE SALE!!!**
7. Any other questions, call Allyson Kim @ 801-254-9180 or April Jones @ 801-255-0969.

STEP 3 - Let businesses know what the money will be used for, i.e. new lighting system, cordless microphones, portable dance floor, costumes, piano restoration, scholarships for performing arts students, sound shells, percussion instruments, filing system for extensive music library, etc.

STEP 4 - Photocopy your orders before you turn them in so that you have a record of them. Once the programs are printed in the fall, you will need to deliver a program to each of your advertisers, sponsors, and donors. This shows respect for those who wish to participate with us, and gives you the opportunity to say THANK YOU! This kind of follow-up service will pay big dividends when you go back to renew their ad next year!

STEP 5 - Advertising orders are due by October 15, 2009. Start NOW on this project. You may submit your orders to Jana at the main office **as soon as you receive them.** Be sure to staple checks to orders.