

Want to get **CASH, PRIZES,** **ICE CREAM** and **MEME?!**



On Saturday, October 7, 2023, we will be hosting our biggest fundraiser of the year, the **Marching Mustang Music Bowl!** The Music Bowl is a major source of income for our marching band program, helping to provide all the elements that make our band and show successful.

BUT WE NEED YOUR HELP!!!

I'm in! What do I need to do?

Start by asking your **neighbors** and **DGS band alumni** if they'd be interested in supporting you by placing an ad in the Music Bowl program. Go to www.bit.ly/MB23_AdResources for additional letters, order forms, selling tips and more.

- **Download** the letters and order form and email or hand deliver them to your neighbors and any DGS band alumni you know.
- **Read** through the order form first so you're prepared to answer questions. When talking with someone, introduce yourself as a member of the DGS Marching Mustangs and ask them if they'd like to support the band through an online program ad or sponsorship for the Music Bowl.
- Above all, **be polite** and thank them whether they make a purchase or not.
- **Keep selling!** Anyone is a potential customer! Ask local businesses and friends for their support too! Check out the back of this sheet for more ideas and tips!



How 'bout a little incentive?



After **25** total ad or sponsor orders are received, students will be **released early** from an August band camp to purchase ice cream (with their own money) from an **ice cream truck!**

THE MEME



After **50** total ad or sponsor orders are received, a giant poster of **Mr. Kennedy's meme** will be displayed in the band room for the **REST OF THE SEMESTER!**

GET OUTA MY WAY!



1st IN LINE
The two **top sellers** will get a **\$25 gift card** AND **front of the line** privileges for all group meals during our BOA St. Louis trip!



LET'S TALK CASH!

MONEY!
EVERYONE gets **10%** of the sale price of all the ads and sponsorships they bring in put into their student account for trip fees and/or band expense use!

For questions, contact Mrs. Haselhorst at: jenhaselhorst@hotmail.com.

Check out the back for more tips and info!

Selling Tips

Know before you go

- **Review both pages** of the order form before you speak to potential customers so you are knowledgeable about the event, the ad options, and the buying process.
- If you're handing out a paper order form, **put your name in the box** at the bottom so you get credit for the sale. If you're emailing or sharing a link for the online order form, be sure to include your name and ask them to reference you when they place their order. (There's a field for that on the form).
- You'll get a better response by asking people in person. Go with a friend and split whatever ads you secure. **Be friendly** and wear a DGS or band shirt so you look professional.



EVERYONE is a potential customer!



Don't be afraid to ask, a lot of people are glad to support their local schools or kids!

- **Family and friends** that own businesses or would ask their employers to help.
- **People and businesses** you visit regularly - your dentist, hair stylist, manicurist, vets and pet stores, insurance agent, mechanic, gyms, dance studios, florists, and so on!
- **Local** restaurants and bars, retail shops, home repair, lawn services, the list is endless!
- People you know who **work independently** out of their homes. For example, a local Pampered Chef, Mary Kay, or ColorStreet representative!

How do I ask someone to buy an ad?

- When selling to retailers, ask to speak to the manager or owner.
- **Introduce yourself** and show them the letter/order form:
"I am _____ from the Downers Grove South Marching Mustang Band. On October 7th we are hosting a marching band competition featuring high school bands from all over the area. It's our largest fundraiser and we regularly have over 4,000 people attend! I was wondering if you would be interested in supporting me by placing an ad in our online program book."
- **Mention:**
 - Both **Downers Grove South AND North** marching bands will be performing
 - There are **several ad options** and **sponsorship levels**, and we also accept donations
 - All ads will be in **full color** and will be **linked** to the company's website
 - They can include special deals or coupons in their ads to attract customers
 - The Music Bowl program will be available on the DGS Band Booster website to view and download for an **ENTIRE YEAR!**

Would you like to support the DGS Marching Mustangs with an ad in the Music Bowl program book?

I'd love to!!
Where do I sign up?

Great,
thank you!!

They said YES! Now what?

- **Thank them** and ask how they'd like to order. If they choose the paper order form, ask if you can wait while they complete it, then take a picture of it and send to Mrs. Haselhorst at jenhaselhorst@hotmail.com. Leave the form with them so they can send in payment and ad artwork. If they'd like to order online or complete the paper form later, leave them the form, then ask for a business card so you can follow up later.
- **If they say no, thank them** for their time and wish them a good day.

Any more questions?

Contact Mrs. Haselhorst at jenhaselhorst@hotmail.com.

