

# Want to get **CASH, ICE CREAM,** and **TOP SELLER** prizes?!



On Saturday, October 5, 2024, 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 to fill our digital program book with ads and sponsors!!!**


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

Go to [www.bit.ly/MB\\_AdResources](http://www.bit.ly/MB_AdResources) for sample letters, order forms, selling tips and more!

- **Download** the order forms and letters from the website.
- **Be prepared!** Read through the order form first so you can answer any 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 a digital program ad or sponsorship for the Music Bowl.
- **Reach out!** Email or hand deliver hard copies to family, friends, and neighbors to see if their business or employer would consider placing an ad or becoming a sponsor. Ask local businesses and places you and your family frequent for their support too. Anyone is a potential customer!
- **NEW - MUSTANG HOWLS!** A chance for family and friends to support their favorite Marching Mustang with a unique ad in the digital program. Ads will be in color and can include pictures and personalized copy! Look for the special Mustang Howl pricing and order form on the web link above!
- Above all, **be polite** and thank anyone you speak with whether they make a purchase or not.
- **Check out** the back of this sheet for more ideas and tips!



## How 'bout a little incentive?



**LET'S TALK CASH!**

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



**GET OUTA MY WAY!**

**1st IN LINE**

The two **top sellers** will get a **gift card AND front of the line** privileges for all group meals during our BOA Indianapolis trip!



**LET'S ALL SCREAM for ICE CREAM!**

If **40** total ad, sponsor, or Mustang Howl orders are received, the band will be treated with a **free ice cream sundae bar** after a rehearsal!

For questions, contact Mrs. Haselhorst at: [jenhaselhorst@hotmail.com](mailto:jenhaselhorst@hotmail.com).

Check out the back for more tips and info!

# Selling Tips

## Know before you go

- **Review both pages** of the order forms 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 (*your name*) from the Downers Grove South Marching Mustang Band. On October 5th 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 Bands 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](mailto: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](mailto:jenhaselhorst@hotmail.com).

