

2017 MARCHING MUSTANG MUSIC BOWL PROGRAM AD CAMPAIGN



Dear Band Participant,

On Saturday, October 14, 2017, we will be hosting our biggest fund raiser of the year, the Marching Mustang Music Bowl!

This regional Marching Band Competition features bands from the surrounding area and neighboring states, and consistently attracts close to 4,500 people throughout the day! To help guide them through the event, each one of these paying supporters is offered a Program Book when they enter the stadium.

Advertisements and sponsorships in the Music Bowl Program Book are a major means of income to fund both the Music Bowl and the Marching Band program. They have helped provide a professionally written show, music and sound equipment, show music and props, extra staff costs, extra lighting for the practice field, and much, much more.

But we need your help in selling the ads. Ask your friends with small businesses, your hair stylist, local restaurants - the possibilities are endless, and most people are glad to help support the local arts. If every marching band student would sell just four 1/8 page ads at \$40 each, the results would be fantastic! **PLUS, 10% of each ad's sale price goes right to that student's individual band account** to be used for their various band expenses.

You may think:

I'm just a kid, they won't take me seriously...

Yes, they will take you seriously, even more seriously than an adult. This is YOUR band program, and YOU are doing the asking. You will earn their respect!

They will say no...

They might, but then again, they may say yes. How do you know until you ask?

It's too hard...

The first time, yep, it is a little scary. But we have some tips on the back of this sheet to make it easier for you!

An ad order form/merchant letter is also attached to this sheet for your convenience. You can make copies of it to give to prospective ad purchasers, or download a pdf from the Music Bowl or Mustang Band Booster websites to email out. Additional packets can also be found on the Communications Table in the Band Room.

Be sure to put your name in the box at the bottom of the sheet!

That way we know who's account to credit!

If you have any questions or need any additional forms or information, please contact
Annette Ohlsen at aohlsen@ameritech.net or 630-742-7575, or
Brenda Sullivan at bsullivan0806@gmail.com or 630.272.2133.

MUSIC BOWL AD SELLING TIPS

- Go with a friend or two, but no more than that. A "gang" of teenagers can intimidate the owner, manager, or clerk. (Be smart! Always go with at least one other person or your parents. Your safety is always our number one concern!)
- If you are a returning band student, wear a show shirt, or a bowl shirt - it helps, really!
- Go to places that you normally visit. Small businesses are the best. Chains (i.e. McDonalds, Blockbuster, Best Buy) usually need corporate approval.
- Review the letter and order form before you go so that you appear knowledgeable and informed about the event and ad process. **Put your name in the box at the bottom of the order form so it is all set to hand out.**
- When selling, ask to speak to the manager or owner.
- Introduce yourself and tell them about our event: "I am _____ from the Downers Grove South Marching Mustang Band. On October 14th we are hosting a regional competition featuring 20 bands from all over the area! It's our largest fund raiser and we would like to ask for your help."
- Hand them the program letter and order form and ask, "Would you be interested in placing an ad in our program book? Every person that attends the Music Bowl is offered the chance to purchase one. We usually have close to 4,500 people attend!"
- You can also share with them that every ad 1/4 page and larger also gets a mention on our website as well as a link to their webpage. This information and link remain on our site until June of the following year, giving their business even more exposure as people visit the website throughout the year for Music Bowl information.
- If they say yes, show them the order form and ask them what size ad they would like to place. If they return the order form to you then, they will need to also give you a check to pay for the ad. They can supply ad artwork then as well, mail or email it in later (before the deadline indicated on the order form) or contact Mrs. Ohlsen for help putting it together.
- If they'd like to fill the order form out at a later date, that's fine. But ask if you can set up a date to come pick it up. Alternatively, they can mail it in, but they're more likely to follow through with it if there's a pick-up date already set.
- If they say no, thank them for their time. Ask if you can leave the sheet with them so if they change their mind, they can mail the information in to the address listed on the form.
- Above all, be polite and respectful. Remember, you are representing not only yourself, but Downers Grove South and the Marching Mustangs. It's important to leave a good impression in the community, whether they purchase an ad or not.

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- Make sure to ask those people you visit – the dentist, the doctor, hair stylist, manicurist, insurance agent and so on. Many times these people will take out ads!
 - You can also ask those people you know that work out of their homes (for example a local Pampered Chef, LuLaRoe, Tupperware, or Tastefully Simple Representative.)
 - People might have questions about the competition. The easiest way to explain it is....
20 half time shows in one evening, with no football.

And don't forget, 10% of whatever you sell goes straight to your account for YOUR band expenses. Sell one \$40 ad, get \$4. Sell two quarter page ads, get \$15. Sell a full page ad, get \$25! The rest of the proceeds will go to making this show and program the best it can possibly be!