

Westfield High School

Annual Choral Advertisers Program

**Advertisement Plan
2011-2012**

**Westfield High School Choir
2011/2012 Advertising Campaign
Instructions**

In order to put together a quality program for our events, and to help all singers raise money for their accounts, we are giving you the opportunity to sell advertising for the program. This opportunity is something we do only once for the entire year's programs.

This is an economical way for businesses to advertise and sponsor the Choir in its undertakings for the year. It also provides an opportunity for family and friends to purchase personal notes to the choir and its members.

The program will offer black and white advertising from a full page of 8 ½ x 11 to 1/8 of a page, which is a perfect size for a typical business cards.

The prices for the ads are:

Full page \$125
One-half page \$75
One-quarter page \$40
One-eighth page \$25

Full page, inside front cover \$150
Full page, inside back cover \$150
Full page, outside back cover \$200

What you will need to do:

- Visit local business and ask to speak to the manager, or someone who would be responsible for advertising or sponsorship requests.
- Explain what it is you are offering to them (sample script attached)
- Show them the various ad sized and prices, and tell them all they need to provide is some sort of logo with any message or other information they want to include.
For example: a business card can be taken and scanned in for a 1/8 page ad, or even added to with a congratulatory note or a proud sponsor of the Westfield High School Chorus designation.
- An ad can include phone and internet contact information, or even be used as a coupon of so desired.
- Have them fill out a program ad form and attach the information or ad copy they want in the space.
- Ask for a check or cash payment with the form. We cannot bill them for the space. If this is a barrier to obtaining the ad, ask if you could leave the form for pick-up within a week with payment. If you do this, you need to follow up with them!
- Turn in all forms, ad copy, and money to Mr. Reimschuessel as you go, with a deadline for all ads of

What this means for you:

For all ads sold, forms and money turned in 50% of the value will be added to your choir account. So, for example, if you sold just one page worth of 1/8 page ads, you would turn in \$200, and \$100 of that would go to your account. The remaining 50% will go to the general choir fund for operational expenses.

Ideas for potential ad sales

Any business your family regularly does business with like:

Grocery Store	Dry Cleaner
Drug Store	Coffee Shop
Restaurant, Sandwich shop, Pizza place	Veterinarian
Insurance Agent	Bowling Alley
Florist	Doctors, Dentists, Stockbroker
Car Dealer	Real Estate Agents
Hair Salon, Nail Salon, Barber Shop	Painters
Car Repair, Oil Change, or Tire Shop	Lawn Service
Jewelry Store	Handyman Service
Gift Shop	Cleaning Services
Department Store	Car Wash
Shoe Store	Banks
Sporting Goods Store	

Friends and Family Members

The 1/8 page for \$25 is affordable for groups of friends or family members who may wish to make a personal message to the chorus members. Don't forget this group in considering who might be interest in purchasing ad space.

What's in it for the advertisers

We expect to distribute 1,600 of these programs over the performances scheduled this year, including the Fall, Winger, and Spring Concerts. Almost all of those will be in the hands of local residents, who make spending decisions every day. Their support of the Westfield Choral Program is a strong reinforcement for the many local residents who will receive their program.

The purchase of their ad helps to sponsor you in particular will go a long way to offset your costs for trips and other expenses. Ask your parents or other family members for ideas or for their help in selling ads. Sometimes the business owner will take an ad as a way of thanking your family for their continued business.

**Advertising Form
Westfield High School Choral Department
For 2011/2012 Programs**

Advertiser	
Address	
Contact Person	
Phone	
Email	
Page Size Selected (Circle One)	<p>Full Page \$125</p> <p>One-half page \$75</p> <p>One-quarter Page \$40</p> <p>One-eighth Page \$25</p>
Special Instructions Related to ad layout or message – including purchase of cover pages	
Student	
Grade	

Attach payment and turn in completed form with ad copy to Mr. Reimschuessel. Checks can be made payable to WHSCBC.

Or Mail to:
Westfield High School Choir
4700 Stonecroft Blvd.
Chantilly, VA 20151

Questions? Send them to dvreimschuss@fcps.edu or phone: 703-488-6431

Tips, Hints and Script ideas

Most of our fundraising is through selling, and this is no exception. The difference here is that when you sell candy or candles, you are appealing to people who will use those items and they appreciate the specific item they receive in return for their purchase. Here, the advertiser is purchasing goodwill and the potential for new customers or increased loyalty of existing customers.

You are not selling an item, you are selling something intangible, and so you must have a good sales approach. You will have to make it clear what you are asking for, why you are asking for it, and what it will mean for them.

Just as you prepare for a vocal performance, selling takes a little bit of rehearsal. You can use the idea below as a way of preparing yourself or you can write your own script that fits you. However, you do it, you should keep in mind these key points:

- Make sure you find the right person at the business to ask
- Make it clear that you are asking for their support
- Show them the sample pages so they can see the ad sizes
- Don't walk away from the first no, remind them of the \$25 ad and how a business card is all they need
- Make it personal, tell them about the trip you are participating in and that this will help sponsor you
- If your family does business there, let them know that your dad or mom is a customer of yours

Sample Script

Good afternoon, I'm _____ I am a student at Westfield High School and a member of the Choir. We have several performances this year and we are putting together one program for the entire year. I would like to ask you to support us through advertising in our program, which will be distributed at each local performance. The money raised through ad sales not only pays for the program, but helps fund the chorus for some of the items not in the School's budget, but still necessary for us to practice and perform.

We expect to distribute about 1,600 copies of this program over the next 8 months. You can see we are offering 4 different size ads, from an attention-getting full page to an economical 1/8 page that will help our audience become your customers. Would you be willing to help us and buy an ad for the program?

If you need any more information to help, or if you have questions, please feel free to email us at dvreimschuss@fcps.edu or phone: 703-488-6431.

Good luck to you all!!!

Full Page Ad

8 ½ X 11

Greatest Impact and Support Your message
stands out

Audience of 450 at each concert

Price \$125

Inside front cover: \$150

Inside back cover \$150

Outer back cover \$200

Half Page Ad

5 ½ x 8 ½

Stand out on the top of a page.

Price \$75

Quarter Page Ad

5 ½ x 4 ¼

Price \$40

Eighth Page Ad

5 ½ x 8 ½

Perfect for Business Card

Price \$25