



Marching Festival Ad Sale

Instructions

- 1) Decide which business or individual you want to approach for a sale. Ask to set up an appointment or talk with the person in charge of advertising.
- 2) Explain to the business representative that you are selling program ads for the Eastview Marching Band Festival. This festival is at Eastview on September 12th and will be attended by over 3000 band parents and marching band supporters from all over Minnesota. Many local and regional companies have advertised in the program in the past. Proceeds will be used to support the Eastview band program.
- 3) Explain the options for different ad sizes and costs. The responsibility for the ad design is left to the individual company. Ads are black and white. Designs must be submitted by August 1st to be included in the program. Electronic formats are preferred and can be emailed to
- 4) Fill out the ad form with the company representative. You should keep the top half of the form and the business should complete the bottom half. Emphasize that August 1st is the deadline for receipt of both the ad and payment. Some companies will give you a copy of the ad and a check. Others will want to mail it to the band office. You may have to follow up with the company if the ad is not received by August 1st.
- 5) Leave the marching band festival flyer with the company for posting. This will help advertise the festival and inform other students that the company has already advertised in the program.
- 6) Turn in a copy of the advertising form to the band office. We will credit 50% of your total sales to your account when we have received the ad payment from the company or individual.