

Getting Started



Presentation Tips

- ◆ First impressions count! Dress nicely.
- ◆ Talk to or make an appointment with the person who makes advertising decisions.
- ◆ Have a good attitude, speak clearly and make eye contact.
- ◆ Explain why you are selling ads.
- ◆ Talk about your experiences in choir and musical theatre at MHS.
- ◆ Present the contract and discuss ad sizes and pricing.
- ◆ Ask for their support!
- ◆ As an added selling point, mention the free tickets to the musical.
- ◆ Thank them. If they don't buy, thank them for their time.
- ◆ Don't take rejection personally. Most companies have a limited advertising budget.

No, it won't happen by waving a magic wand... It's going to take considerable effort on your part to meet our fundraising goals!

Each student's personal goal for fundraising is based on their year in school:

Seniors—\$700
 Juniors—\$600
 Sophomores—\$500
 Freshman—\$400
 Non-Highschoolers—\$300

If you have any questions or are struggling to meet your goal, please contact Ms. Littell or Mr. Samarzea. This is a team effort and we are here to help!

Ads

There are two types of ads that can be purchased; kudos and standard.

Donations

Donations are tax-deductible as allowed by law! All donors will be acknowledged in the book.

Each sponsor who supports MHS with a minimum \$110 ad or donation can elect to receive vouchers for two complimentary general admission tickets to the fall musical.

Please note, that if the donor requests ticket vouchers, the deductible part of their donation will be reduced by \$30 (the fair market value of the tickets).

Our Contract

Our all-in-one sponsorship contract that is to be used for kudos ads, standard ads, and donations. Please review it carefully. The contract should be submitted to Mr. Samarzea along with the payment and artwork or photo (if applicable).

Additional copies of the contract and ad grid can be downloaded from your Google Classroom or the MHS Musical Classroom.

Get started right away!



Standard Ad Artwork

Ad artwork can be submitted as scanner-ready paper copy or as a digital file (preferred) via email to advertising.mhs@gmail.com.

Standard ads can be business oriented or can be a family ad if you have the capability to create ready-to-go artwork.

File format for digital files must either be a JPG or PDF. Resolution should be 300 dpi at 100 of the size it will print in the program book.

We cannot accept Microsoft Word or Publisher files.

Artwork that is scanner-ready:

- can be scanned “as is.”
- has text and images that are sharp, not fuzzy.
- is the correct size—no shrinking or enlarging necessary.
- requires no text changes.
- is not in separate pieces that need to be put together.

Most business cards are considered scanner-ready.

If you have questions regarding artwork, please contact our designer.



Protected Ads & Sponsorships

For this first year of program book fundraising for MHS choirs, there are no "protected" ads or sponsorships. However, any sponsors you secure this year, will be protected for you or your younger siblings to contact again next year!

No Ad Splitting

In the event two students contact the same business resulting in an ad placement or contribution, the student who physically brings in the contract with his/her name on it, the check and artwork will get credit. That's why it's so important to put your name on the contract! As a general rule, there is no "ad splitting" between students.

Indiana Do Not Call List

Do not use the phone for any cold-calling to **individuals you don't personally know** (businesses are okay). We might incur pay fines for telemarketing to those on the Do Not Call List. Please only make calls to people you know personally.

Kudos Ads

Photos for kudos can be submitted as a high quality photo print or as a digital file (preferred) via email to advertising.mhs@gmail.com.

Kudos ads are primarily for individuals or families, but business could also utilize this option. We can place a logo in the photo spot along with the their desired text. This is a good option for businesses who just have a logo and cannot create artwork that meets the standard advertising criteria.

Photos should be JPG or PDF. Resolution should be 300 dpi at 100 of the size it will print in the program book.

Do not pull photos from Facebook as they are usually not of sufficient resolution for offset printing.

If selecting a large kudos ad, make sure the photo can be used/cropped in a horizontal orientation (wider than tall).

If selecting a medium kudos ad, make sure the photo can be used/cropped in a vertical orientation (taller than wide).

Get Help!

If you have questions or need help, please don't hesitate to contact us:

Brian Samarzea, MHS director of choral activities(812) 606-6345

Stephanie Littell, parent coordinator(765) 315-9194

Jill Goodman, graphic designer(812) 369-7981

Submission Protocol

Contracts, payment, and hardcopy artwork/photos should be collected by the student. If the advertiser must mail directly to the school due to company policy, use the address listed on the contract.

Entering the Data

The student is responsible for entering the data into our online database BEFORE submitting paperwork and payments, if possible. For contracts that are mailed in, the coordinator will handle the data entry.

You will access the data entry form through the link Google Classroom or the MHS Musical Google Classroom. You will be able to view YOUR data, once entered, by following a link that will be emailed to you by the coordinator. If artwork or photos are submitted via email, your data will reflect that it has been received. It's your responsibility to follow up with your sponsors!

Assembling the Paperwork

Turn in only complete packages:

- ☐ Sponsorship contract—completely filled-out
- ☐ One single check per contract made out to Martinsville High School or cash.
- ☐ Hard copy artwork or photos (if applicable)

Put everything in an envelope; no loose pieces. **Use paperclips, not staples**, to secure artwork and checks to the contract.

Where to Submit the Paperwork

- ☐ Submission Box in the choir room; or
- ☐ Mailed to the address on the contract

When to Submit the paperwork

Turn in complete packages as soon as you can.

IMPORTANT! This year's fundraiser begins when you receive your kit and ENDS on **October 13, 2023**.

Need more supplies?

The contract and ad grids are available for download under your Google Classroom or the MHS Musical Classroom.

What if I don't meet my goal?

As always, we need everyone to pull their weight and meet their goal. Students not meeting their individual goal will be encouraged to pay the difference.

Should I go beyond my goal?

By all means! The overage in your account will help those who are struggling and the whole group's bottom line.