

Collingswood Band Home Show Ad-Book Fundraiser

This year the Collingswood Marching Band will be hosting a U.S.S.B.A. Marching Band Festival on Saturday, September 20, 2008. This is a great opportunity for the Collingswood Band Boosters and students to make much-needed fundraising dollars. This handout is designed to let you know how this program will work.

How it Works

Collingswood band members will go out to area businesses, friends and families and ask them to buy space in our ad booklet. People can have the option of buying a full-page advertisement, a half page advertisement, a quarter page advertisement, business card advertisement or a patron ad. For the Family & Friends ads, these are strictly for just that, family & friends. Business ads will not be permitted in this section of the book. The Friends & Family ads are usually well wishes either hand or typewritten with pictures of the student. (Pictures are optional.) All full page ads must be on an 8 ½ x 11 sheet of paper and ready to copy. The prices for each are listed below.

Costs of Advertisements - Business

Full Page Ad: \$120
Half Page Ad: \$60
Quarter Page Ad: \$40
Business Card: \$30

Costs of Advertisements (Family & Friends)

Full Page Ad: \$25
Half Page Ad: \$15
Patron Ad: \$2 (1 line of wishes)

Break Up of Sale

The sale of each advertisement will be split 60/40. Sixty percent of the sale will go to the students' band account used to pay for trips and other activities, and forty percent will go to the Collingswood Band Boosters' General Account.

Length of Fundraiser

This fundraiser will start today and run until Wednesday, September 3, 2008. All ads must be turned back into Mr. Lerch by this point along with any outstanding money.

Tips for Selling

When you go into an area business, make sure to mention the following things:

- Tell them that The Collingswood Band is hosting a Home Marching Band Competition on Saturday, September 20, 2008, and we are selling advertisements as a FUNDRAISER. Make sure they know that by buying an ad, they are helping to support the Collingswood Band.
- Tell them that there are over 13 bands competing and bringing around 1,000 students and 4,000 parents to the Collingswood Stadium and area. Tell them that this ad will be seen by around 5,000 people.
- Tell the business owner that they will get a copy of their ad to display in their store to let all know they support the Collingswood Band.
- Tell them that their business will also be listed on our website as a supporter of the Collingswood Band.

When you Go to Sell

Bring with you the ad book sales form also enclosed and the letter enclosed so that the merchants can see what this is all about.

After You Sell an Ad

Once you sell an ad to a store, please email the business name to jdlerch@pantherband.net. This way we can compile a list so that everyone knows where an ad has been sold already.