



## **PRESENTS – A CABARET – DINNER & SHOW**

**Saturday, October 4, 2014**

**Doors open @ 5:30; Dinner starts @ 6:00; Show @ 7:00**

**THE WILLOW TREE, COMFORT INN & SUITES OF RIDC PARK**

## **ADVERTISING INFORMATION FOR CHORUS MEMBERS**

It is time to start collecting advertisements for the 2014 show program. A packet of information has been prepared for you including a dollar names list and advertising forms. Extra copies, if needed, will be available on Mondays at rehearsal or you can print your own from the files provided.

Our goal is to raise at least \$ 6,000 in advertising (including dollar names). That's only \$100 per person, which means that we should meet and even exceed our goal!

Here are some ideas to get you started:

**ADS** – Please refer to additional handout for pricing, etc.

- Turn your dollar names into half or full page ads by collecting a few extra names or adding the extra money and a message yourself.
- Create a geographical group of ads. For example, one year the Butler gals sold a grouping of ads to local businesses on the pitch that they would appear together as a “Visit Butler” section.
- Visit the businesses that ‘you’ support – Dentist; Hair / Nail Salon, etc.
- If the business wishes to track the effectiveness of their ad, suggest that they include a notice of discount or coupon to be used when visiting the establishment.

**GIFTS and DONATIONS** – All donations are tax deductible.

- As a rule, we prefer collecting ads, so please ask for this first. Request an item or gift certificate for service only as a follow-up to an ad ... or as a backup if an ad is declined. Donors will be acknowledged in a special section of the program.
- Actual items can be donated and these will be used to create raffle baskets for the show.
- Many restaurants are happy to give gift certificates, especially if you are a regular customer. Check with local retail stores, hotels, cultural venues, B & B's.

Please return all completed forms with payment and photo ready copy (for ads) to Carol Bonner.

Deadline for ads, name sheets, and gifts is **SEPTEMBER 15, 2014**. Information is needed early to prepare layout and printing.

**\*\*\*\*\* DON'T WAIT UNTIL THE LAST MINUTE. PLEASE GET STARTED NOW! \*\*\*\*\***

Any Questions? Please contact Carol Bonner @ [carolb45@comcast.net](mailto:carolb45@comcast.net)