

2008 Program Book Fundraiser

What is this?

The Football Boosters sell/distribute 400 Fall Program books each football season. They've historically sold the ad space, prepared the layout, printed and sold the books on their own. Once again, they've graciously opened up the ad sales and a share of these profits to the marching band, cheerleaders and dance team.

Why should I do this?

PMB will run this as a general fundraiser for a future tour.

Commission PMB will earn on ad sales:

Full page color	\$150	Full page b&w	\$100
½ page b&w only	\$ 75	1/3 page b&w only	\$ 50
¼ page b&w only	\$ 40	bus. card b&w only	\$ 20

How do I do this?

Keep the forms handy in your car, in your purse. When you are out running errands, at appointments, at a restaurant, just bring one in with you and ask the owner/manager. If you are a steady customer, most local businesses will readily buy an ad (it's a cost of doing business for them). You can leave the form with the business and they can mail it in later. The attached list shows the Reserved Advertisers that the PMB can sell to. In addition, you can ask business owners that are NOT on the Cheer, Dance or Football Reserved list.

Some Selling Tips

- ❖ Explain that you are fundraising to be able to go on a future tour with the marching band.
- ❖ Personalize it: tell them what instrument you play, # of years in band, what a great high school experience, etc.
- ❖ Tell them that the ad will reach at least 400 local residents.
- ❖ For a full ad, we'll even include up to 350 of their coupon inserts/menus in the program book. They can get us the inserts as late as September 8.
- ❖ Always say "Thank You" whether or not they place an ad. They may say "yes" next year!

If you need more copies, the forms are available on our website

www.piratemarchingband.org