



# PROGRAM SALES PACKET

2024-2025

## EARN YOUR FEES BEFORE SCHOOL STARTS!

\*The dollar amount inside the parentheses is how much money will go directly to your student choir account based on what is sold!!

### CORPORATE SPONSORSHIPS

*(place an ad, receive verbal and other printed advertising, as well as attend concerts for free)*

- **GOLD** \$500 FULL PAGE COLOR (\$212.50)
- **SILVER** \$400 HALF PAGE (\$162.50)
- **BRONZE** \$300 QUARTER PAGE (\$112.50)
- **CONTRIBUTOR** \$200 BUSINESS CARD (\$62.50)

### ADVERTISEMENTS

- \$375 FULL PAGE COLOR (\$187.50)
- \$275 HALF PAGE B&W (\$137.50)
- \$175 QUARTER PAGE B&W (\$87.50)
- \$75 BUSINESS CARD B&W (\$37.50)

### BEST WISHES

- **Choice A** \$25 Fifteen words only (\$12.50)
- **Choice B** \$75 Fifteen words & color photo (\$37.50)

### AVON VOCAL INVITATIONAL

- **SOPRANO** \$175 (\$87.50) - Grand Champion Trophy sponsor (8 available)
- **ALTO** \$150 (\$75) - Placement Trophy sponsor (15 available)
- **TENOR** \$125 (\$62.50) - Plaque sponsor (20 available)
- **BASS** \$100 (\$50) - Medallion sponsor (5 available)

**Choir Fees/Tuition alone does not cover the actual cost of running our program.** The sales of ads and corporate sponsorships help promote the AHS choirs while providing local businesses an opportunity to show their support of our excellent program. Funds generated from the 2024-25 Choir Program Book allow AHS Choral Boosters to pay for sheet music, accompanying support, and choir competition fees. These funds also help alleviate transportation costs and will provide scholarship support for choir students.

**The most important fundraiser of the AHS Choir Season starts now!** Choir families may now begin to offer advertising space OR Corporate Sponsorships (which include ad space) in our 2024-25 Choir Program Book. This professionally printed book will feature information about AHS choirs, our directors, group pictures, our season performance schedule, personal best wishes ads, and advertisements from local businesses. They will be distributed at all our concerts and will be available digitally at AVI.

**All students are required to sell 1 Ad, 1 Corporate Sponsorship, or 3 Best Wishes**

**Students will earn 50% of whichever size ad is obtained. Corporate Sponsorships receive 50% of ad size only.**

## **SELLING TIPS:**

- Potential advertisers include: local businesses, home based businesses, voice or instrument
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- teachers, dance studios, restaurants, law offices, car dealerships, etc.
- Consider friends and family that you know own businesses.

1. Make personal contact with potential advertisers via email, in-person, phone calls

2. Provide flyer with QR code or link to our Fundraising page at

[www.avonchoirs.com](http://www.avonchoirs.com)

3. Advertiser fills out online form and must submit artwork and payment by August 24th.

- If writing a check, make payable to Avon High School Choral Boosters and mail to:

**Avon High School Choral Boosters**

**7575 East CR 150 South**

**Avon, IN 46123**

4. If you do not know of a business to approach, consider placing Best Wish ads. This is a great way for family and friends to support you!

## **Guidelines for vendor artwork & photographs:**

- All ads must be submitted by **August 24<sup>th</sup>** in order to allow time for production and printing.
- All artwork or advertisement **MUST** already be the **ACTUAL** size needed for the ad.
- Please submit first generation or original art.
- Upload all digital files through the online form
  - Ad can be sent as PDF, JPEG, EPS files but must be at least 300 dpi
- **YOU** are **RESPONSIBLE** for following up with your vendor for artwork & payment.
- No credits will be given to accounts until artwork & payment have been accepted

Sample script or wording for an email:

*Hi, my name is .....and I am a student at Avon High School and a member of .....choir. The AHS Choir provides a great program for students like me. I have been singing in the choir for ..... years and I really like the program because.....*

*Would you consider supporting the AHS Choirs by purchasing an ad in our 2024-25 Choir Program Book or by becoming a Corporate Sponsor?*

*Our book is distributed at each concert during our season as well as digitally available for our Avon Vocal Invitational, reaching over 3500 people.. It will also be posted on our website reaching many more potential customers.*

*Money raised through selling ads helps support every aspect of our program, from buying new music to offering scholarships for students. It also helps promote the choirs to new families and our community.*

*Another choice is to become a corporate sponsor which will allow you to place an ad, receive verbal and other printed advertising, as well as attend our concerts for free!*

*I have an informational flyer I'd like to share with you (show in person or email to potential business.) Would you consider helping us reach our goal by purchasing an ad or becoming a sponsor? Thank you for your time and we appreciate your support of quality arts education in our community.*

**If you have any questions please call or text Lisa Johnson, Vice Chair/Ways & Means, at 317-832-0760.**



# SPONSORSHIP / ADVERTISING OPPORTUNITIES

2024-2025 Season

Referred by \_\_\_\_\_

Please note that your purchase of an ad or choosing to become a Corporate Sponsorship funds helps to pay for music, back-up bands and accompanists, choir competition fees, costumes and props for choir competitions, transportation costs as well as provide scholarships to some of the choir students. The Avon Choral Boosters is an approved 501c3-entity; therefore, all funds contributed by sponsors are considered charitable and can be used as such for tax filing purposes.

## Corporate Sponsorships

\*Benefits Include - Verbal recognition at all concerts & AVI, Listing on sponsor board at all concerts & AVI, Recognition on website & social media, One Family Pass for all concerts

### Sponsorship Levels

- **GOLD** \$500
  - Full page color ad
- **SILVER** \$400
  - Half page B&W ad
- **BRONZE** \$300
  - Quarter page B&W ad
- **CONTRIBUTOR** \$200
  - Business card ad

### Additional Opportunities for Avon Vocal Invitational (AVI)

\*Benefits include - Logo/Name listing in 2024-25 Choir Program Book, Verbal recognition at AVI, Listing on awards sponsor board for AVI, Recognition on website & social media

- **SOPRANO** \$175 (8 available)
  - Grand Champion Trophy sponsor
- **ALTO** \$150 (15 available)
  - Placement Trophy sponsor
- **TENOR** \$125 (20 available)
  - Plaque sponsor
- **BASS** \$100 (5 available)
  - Grand Champion Medallion sponsor

### Advertising Only Levels

- \$375 FULL PAGE COLOR (7.5" x 10")
- \$275 HALF PAGE B&W (7.5" x 5")
- \$175 QUARTER PAGE B&W (3.75" x 5")
- \$75 BUSINESS CARD B&W (3.5" x 2")

SCAN ME



**Thank you for your support!**

Please scan the QR code or go to [www.avonchoirs.com](http://www.avonchoirs.com) to submit payment and artwork no later than **August 24th**. Artwork may be sent in PDF, JPEG, EPS files but must be at least 300 dpi.

If mailing a check, please send to: **Avon High School Choral Boosters 7575 Oriole Way Avon, IN 46123/Memo: 2024-25 Choir Program Book**