

Music Bowl Ad

SELLING TIPS

I'm just a kid, they won't take it seriously

Yes, they will take you seriously, even more seriously than an adult. This is **YOUR** band program, and **YOU** are doing the asking. You will earn their respect!

They will say no

They might, but then again, they may say yes. How do you know until you ask?

It's too hard

The first time, yep, it is a little scary. But we have some tips to make it easier for you!

They get angry because everyone else is asking

We have a solution for that! Send Mrs. Kirkpatrick an email with a list of the businesses that you have asked (even if they didn't take out an ad). She will post the list in the band room for everyone else to see.

Tips to make it easy:

- ❑ Go with a friend or two. No more than that - a “gang” of teenagers can intimidate the owner, manager, or clerk. (Remember, your safety is always our number 1 concern! Be smart! Always go with one other person or your parents.)
- ❑ If you are a returning band student, wear a show shirt, or a bowl shirt. (It helps, really!)
- ❑ Go to places that you normally visit. Small businesses are the best. Chains (i.e. McDonalds, Blockbuster, Best Buy) usually need corporate approval.
- ❑ Ask to speak to the manager/owner.
- ❑ Introduce yourself, “I am _____ from the Downers Grove South Marching Mustang Band.”
- ❑ Continue with... “On October 18th we are hosting a band competition. We would like to ask you to help us.” They might have questions about the competition. The easiest way to explain to a non-bando is....12 half time shows in one evening, with no football.
- ❑ Hand them a Program Advertising Sheet.

- ❑ Then ask “Would you be interested in placing an ad in our program book? They will be handed out at the Music Bowl to our guests. In past years, we’ve had as many as 3000 people attend!”
- ❑ *Don’t forget those people you visit* – the dentist, the doctor, hair stylist, manicurist, and so on. Many times these people will take out ads!
- ❑ *Remember to ask those people you know that work out of their homes* (for example a local Pamper Chef, Party Lite, Tupperware, or Tastefully Simple Representative.)

Wait for their answer.....if:

- They say yes, ask them what size ad they would like to place. Point out to the owner/manager that a \$75.00 ad will enable them to link to their website from our Music Bowl web page. (www.dgsmusicbowl.com)
- They may want to fill it out at a later date. If so, make sure you set a convenient time to come back to pick up the ad.

Or.....

- They say this is the third time I have been asked. Offer them an apology and email the businesses name to Mrs. Kirkpatrick. She will add it to the list posted in the Band Room so others don’t approach the business again.

Or.....

- They say no...it happens. Thank them for their time. Ask if you can leave the sheet with them so if they change their mind, they can mail the information in to the address listed on the form.

PUT YOUR NAME ON THE AD SHEET!!!

If you need any reasons to sell ads – here are a few:

- Money for your band expenses. You get 10% of what you sell. Sell a \$40.00 ad - \$4.00, a full-page ad (\$250) - \$25.00 for your account. Sponsorship – 10%. (If you know someone that would like to sponsor (\$500.00 or more) let us know. We will be happy to get information to you and to help out!
- The money we all raise will pay for band staff, additional equipment, props, music and much more.

Need more help or have questions?

Call or email Mrs. Kirkpatrick at Bowl-Program@MustangBandBoosters.com or 630-964-8242.