

Dianne's School of Dance and Super Starz Dance Center
2012 Recital Program Ad Sales!!!

We are very excited about this year's Ad Sale for our 2012 Recital Program! We want to make it as easy as possible for everyone so that you will be able to enjoy seeing your child's picture in our beautiful Recital Program. You will be able to use your NEW dance pictures!

"I've never sold Ads before. How do I do it?"

You may be telling yourself, "I can't do that!", "That's too much work!", "No business is going to pay me that money!" Here are some tips to help you:

- Go to a couple businesses and sell 2 business cards and you can combine them for a ¼ page Ad and get your child's picture on it!
- Talk to your family and have them sign their names and good wishes to your child. Just take a piece of paper around and get their signatures. Get 9 family members to pay \$5 and you have a ¼ page Ad, get 15 members to pay \$5 and you have a half page Ad, and so on! It really makes a child feel special to know their family cares about them.
- Get groups together to cut cost—you may have a group of 2 or more for the ad! Special friends, dancing cousins, or even competition teams could be a great way to express feelings!
- Be creative with it! Don't feel like you have to go to a business and sell them a full page ad. Combine a few, get some family and friends involved.
- If you would like to see last years recital program and view some ads please just come to the front desk and we will be happy to help you!

Some ideas of who to sell to:

Family, Friends, Restaurants, Insurance Agencies, Colleges, Jewelry Stores, Car salesmen, Television Stations, Flower Shops, Health Clubs, Radio Stations, Banks, Construction Companies, (ask anyone!)

We will be selling **business cards**, ¼ **page sizes**, ½ **page sizes**, and **full- page sizes**.

The pricing is as follows:

Business Card- \$25.00 (please do not fold, staple, write on, or bend the card)

Quarter page- \$45.00 *(with one picture) You may ad 3 lines of text to this size page.

Half page- \$75.00 *(with one picture) You may add text to this page. Lines depend on how large the picture you submit is.

Full page- \$110.00 *(with one picture) You may add text to this page. Lines depend on how large the picture you submit is.

The above pricing includes one picture.

*Each additional picture costs \$10.00

*Checks should be made payable to Dianne's School of Dance or Super Starz Dance Center

Important Information about Dance Pictures:

You will need to specify on the last page of this letter which costume you would like your child to be wearing and we will select the best pose. If you want to select your own picture for the Ad you will need to submit a hard copy of the picture when you turn in your Ad. The larger the hard copy the better for printing. These pictures will be available to be picked up at rehearsal and the recital. If you do not pick them up they will be at the studio following recital. You do not have to submit a dance picture, you may choose another picture of your choice. Please make sure your name is on the picture.

*Make sure you give out receipts to those who purchase ads for your child

*Remember the deadline. The final deadline is **Thursday April, 12th!!!!**

Winners!

*****We will have prizes for the students selling the most ads! There will be winners from both schools!!!**

Winner- will get a large crown, large trophy, their picture on the back cover of our 2012 Recital Program, and 3 months of dance free for the months of September-November of 2012!

1st Runner Up- Will get a trophy, their picture inside the 2012 Recital Program, and 2 months of dance free for the months of September and October of 2012!

**2nd Runner Up- Will get a trophy, their picture inside the 2012 Recital Program, and 1 month of dance free for September!
(The above applies only for 1 class per month, value up to \$45.00 per month)**

\$2,000 worth of ad sales- will receive a full year scholarship for unlimited classes!! (Over \$1,000 value)

Have fun selling!

DIANNE'S SCHOOL OF DANCE/SUPER STARZ DANCE CENTER

We are selling Ads for the 2012 Dance Recital Program to be held at Furman University's McAlister Auditorium, Saturday May 12, 2012.

Our program will be an 8 1/2 by 11 book.

This will be distributed to approximately 3,000 people. Ads will be sold as follows:

Business Card- \$25

Quarter Page- \$45 (3 lines only on ad)

Half Page- \$75

Full Page- \$110

Each additional picture cost \$10 each!

PLEASE PRINT CLEARLY THE INFORMATION YOU WANT PRINTED ON YOUR AD BELOW FOR EACH BUSINESS SPONSOR OR AD TO BE PRINTED. YOU MAY GET MORE OF THESE SHEETS AT THE FRONT DESK.

NAME OF CHILD _____

SIZE OF AD _____ AMOUNT PAID _____

NAME OF BUSINESS _____

INFORMATION TO BE PRINTED _____

Please select a dance picture for me.

Class Day and Time: _____

I am submitting my own dance/other picture.

GIVE EACH BUSINESS SPONSOR THE RECEIPT BELOW WHEN YOU ARE PAID FOR THE AD. YOU MAY MAKE COPIES OF THE RECEIPT FOR ADDITIONAL SALES. ALL AD MONEY MUST BE TURNED IN NO LATER THAN APRIL 12th.

RECEIPT

**THANKS FOR SPONSORING A STUDENT FOR THE RECITAL PROGRAM AT
DIANNE'S SCHOOL OF DANCE and SUPER STARZ DANCE CENTER**

RECEIVED FROM _____

AMOUNT PAID _____ SIZE OF AD _____

THANK YOU -