

Central Bucks East Band Parents Association

Ad Sales Program Talking Points

Suggestions:

- You are encouraged to speak directly to business owners or the person responsible for advertising/marketing for that particular company
- Provide a copy of our cover letter that describes our fundraising program and the ad pricing sheet
- Show examples of past ads from an old program (keep this as your copy)
- Use a hi-liter to emphasize important points such as outlining of ad cost, dimensions and the due date and payment information

Talking Points:

- Ads will appear in all 3 concert programs throughout the school year
- Money raised helps us to fund various music programs, purchase new equipment, uniforms, pay for special staffing needs, and support all of the band programs in the High School. Plus it helps you to earn money toward band trip
- Each advertisement purchased also includes a complimentary listing on our band website and weekly newsletter with a direct link to their business
- Band parents / students are encouraged to support our vendors throughout the year
- An ad purchase is a tax-deductible contribution to the CB East Band Parents Association.

No matter what:

- Be sure to thank all vendors for their time regardless if ad is purchased!

Please note: should you have any questions regarding any aspect of the concert ad booklet, please do not hesitate to contact Dori Amtmann (CBEastMarchingBandAds@gmail.com).