

## HOW TO MAKE GOOD MONEY FOR YOUR STUDENT ACCOUNT



# SELL AN AD FOR THE WGI AND MCGC PROGRAM



**50% of each ad sold goes into your student account!**

### HOW TO SELL AN AD

- Fill in your name and phone number on “Seller’s Name” line on the Ad Purchase Form.
- Make copies of the letter and sales form that includes your name and phone number (no name, no credit to your account)
- Go to local businesses.
  - Tell them you are with the Athens Marching Band and were wondering if they would like to buy an ad to help support the band. It will appear in 2 different program books at competitions in February that attract more than 1,000 people to each show.
  - Tell them there are different ad sizes available for different prices.
  - Hand them the letter and purchase order form. Show them the order form and ad prices.
  - If they are interested they can give you a check that day or can mail one. They can give you a paper copy of an ad or send it electronically. Info is on Ad Purchase Form.
  - If they give you a check that day give them a receipt.
  - If they would like to think about it ask them when would be a good time for you to come back.
  - **Thank them for their time or purchase.**
- If they pay you, put the ad, order form, and check in an envelope marked “AD SALE” and put in the TABB mailbox.
- FOLLOW UP.** IT WILL PROBABLY TAKE MORE THAN 1 TRIP TO CLOSE A SALE



## TROY ATHENS BAND BOOSTERS

Athens High School 4333 John R Troy, MI 48085

Dear local business owner,

The Troy Athens Band Boosters, sponsors of the Athens Red Hawk Marching Band and Alias and AKA Winter Guard will be hosting **two huge Winter Guard events** in 2012.

- **February 11<sup>th</sup>** we will welcome Percussion Units from Michigan and Ohio for our WGI Percussion Regional
- **February 25<sup>th</sup>** we will host our 19<sup>th</sup> annual MCGC Show, welcoming competitive groups from the Michigan Color Guard Circuit.

For the purchase price listed on the attached sheet (depending on ad size) your ad will appear in programs at both competitions. In the past, each event has drawn in more than 1000 spectators and participants. Your purchase of advertising space in this program will show your support of the Troy Athens Band Program and will generate some additional business for you.

Your support is greatly appreciated!

### *WHAT IS WINTER GUARD?*

Winter Guard is made up of two activities: **Winter Guard** combines dance and movement with drill routines using flags, sabers and rifles choreographed to selected music. **Indoor Percussion** combines elements of music performance and marching to themed shows. Winter Guard and Indoor Percussion create friendships, talents, and standards of excellence, while fostering an environment where young men and women can grow, laugh, learn, and meet challenges as a group.

### *WHAT IS WGI?*

**Winter Guard International**, known as the "Sport of the Arts," will be entering its 35<sup>th</sup> year in 2012. WGI is the nonprofit youth organization for winter guard and indoor percussion activities.

### *WHAT IS MCGC?*

The **Michigan Color Guard Circuit** was founded in 1975 to draw together the growing winter color guard activity, providing leadership and guidance. The circuit continues to grow with a membership of approximately 100 indoor guard and percussion units.

# AD PURCHASE FORM

**Yes! I'd like to place an advertisement in the WGI & MCGC Program Books.**

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Seller's name and phone number: \_\_\_\_\_

## Advertisement sizes available (Program page size is 8½" x 11".)

<b>full page</b> 10"H x 7"W  \$125	<b>half page</b> 4¾"H x 7"W  \$75	<b>quarter page</b> 4¾"H x 3¾"W  \$40	<b>business card</b> 2"H x 3¼"W \$25
<b>buddy ad \$10</b> <i>MCGC book only.</i>			
Also available are the inside front and back covers for \$150 each. If you are interested in purchasing this space please call Lucie Bower at 248-528-1728 to inquire about availability.			

### Ad size purchased

- full page \$125
- half page \$75
- quarter page \$40
- business card \$25
- buddy ad \$10 (only available for the February 25, 2012 show)

Total due \$\_\_\_\_\_

Mail this form, ad, and payment to:  
**Lucie Bower**  
**1397 Glenwood**  
**Troy, MI 48083**  
Please make check payable to: **TABB**

Ads may be submitted electronically to:  
luciebower@comcast.net  
(.jpg or .pdf files preferred)

**Ads must be camera-ready. Make any changes before sending your ad.**

Please check this box if your ad will be sent electronically

**All ads and payment must be received by January 23, 2012 to appear in both programs.**



*Thank you from the Troy Athens Band Boosters!*

Company Name: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Payment: \_\_\_\_\_

Date: \_\_\_\_\_

Seller's Name: \_\_\_\_\_

Receipt



*Thank you from the Troy Athens Band Boosters!*

Company Name: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Payment: \_\_\_\_\_

Date: \_\_\_\_\_

Seller's Name: \_\_\_\_\_

Receipt



*Thank you from the Troy Athens Band Boosters!*

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Ad Size: \_\_\_\_\_ Payment: \_\_\_\_\_

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Receipt