

The Towne Singers Ad Sales Campaign

You can help in any of a number of ways:

- A direct tax-deductible donation to help offset production costs.
- Sponsor a musician
- In-kind Services
 - Graphic Design
 - Printing
 - Mailing services
 - Mail list management
 - Sound and recording Services
 - Professional services.
- Help with production
 - Program
 - Back-stage
 - Ticket Sales
 - Decoration
 - Stage set construction
 - Auditorium support
 - Refreshments for cast & crew
 - “Go-for”
- Last, but not least, you can participate as a “singing” member of the Towne Singers



Suggestions for Obtaining Ads

Who to Ask:

Professionals

- Doctors
- Dentists
- Chiropractors
- Lawyers
- Accountants

Businesses

- Restaurants
- Stores
- Shops
- Realtors
- Mechanics
- Contractors
- Plumbers
- Electricians

Personal Service

- Hairdressers/Barbers
- Pool Service
- Personal Trainers
- Gardeners
- Dry Cleaners
- Florists

Other

- Friends-Personal Ad
- Other Non-profit Orgs
- Yourself

An Approach (Just a suggestion)

- Introduce yourself
- Ask to talk to the person responsible for advertising
- Describe the Towne Singer (Fact sheet included)
- Show examples of ads in last years program
- Show what it will do for them - Describe the people they will reach
 - Families
 - Members of the community
 - Friends and family of the Members of Towne Singers
 - Over 800 attend our concerts
- Close the deal
- ASK what size they would like - show the Rate Sheet
 - If possible (Preferably)
 - Get the copy
 - Get the check
 - Get the name, address and telephone number of the contact (email if possible)
 - OR leave the material for them to send in . (Remind them of the Deadline)
- Leave a copy of the flyer and ask that they display it, if appropriate.