



HOW TO SELL AN ENCORE AD

1. Familiarize yourself with the information about the Encore and the order form
 - Read the order form carefully and ask if you have any questions
2. Find the right person at the business to ask
 - This should be a supervisor, manager or owner of the business
3. Let them know why you are asking for their support
 - Help raise funds for new & additional auditorium lighting to enhance productions such as Choir Concerts, Fall Follies, and the Musical
 - Underwrite the Winter Musical “West Side Story”
4. Explain the benefits of buying an ad in the Encore
 - An audience approximately 10,000 people will see the ads in the Encore at performances throughout the year.
 - All Vocal Music Supporters are recognized on our website, located at www.uavocalmusic.org and in the Vocal Music Booster Directory which is distributed to over 350 families at Upper Arlington High School and is used throughout the year.
5. Show a copy of the Encore and point out:
 - The variety of sizes available, ranging from quarter to full page advertisement
 - The different options in terms of size and price (from \$70 - \$400)
 - The variety of Benefactor Levels available
6. Ask whether they need time to think about it or have to ask someone else for approval. If so, leave the order form with the person and check back a few days later.
7. If the person has decided to buy an ad then:
 - Help them complete the order form (be sure to put your name as the booster contact)
8. Be sure to let the person know how much you personally appreciate the support!