

Corning-Painted Post Hawks Band

Background:

Ad sales is one of the biggest fundraisers supporting the Corning-Painted Post Hawks Band. Students are asked to sell advertisements in our fall and spring show programs to local businesses. This fundraiser helps provide financial support for band trips and general operation support of the band.

Student can earn credits:

Full = 15 credits (\$60)

Half = 8 credits (\$32)

Quarter = 5 credits (\$20)

Process:

- Contact the business and ask them to support the band by advertising their business in our show programs.
- **Students are encouraged to do the selling, not the parents.** Businesses will purchase an advertisement from a student quicker than from a parent.
- Collect Payment for the ad. Cash, check (CPP Band Boosters).
- **Place the completed Sales Form(s) and payment(s) in the Black Box (director's office).**
- They may also want to mail the payment to the Band Boosters. Corning Band Boosters Inc. P.O. Box 936 Corning, NY 14830
- **THANK** the business for their support of the band programs!

Benefits to the business:

- Printed advertisements are available to more than 1,000 visitors who attend the Fall shows.
- Advertisements will be included in all Fall programs if turned in by **September 1st**.

Ad prices for 2023 / 2024 Season:

- Full page \$150
- Half page \$75
- Quarter page \$50

Ad design

- Brian Davis will reach out to the business to obtain the design for the ad.
- Advertisers can submit completed ads or have their ads built for them.

Submission deadlines

- **September 1st** to be included in all Fall programs. Ads submitted after September 1 will be inserted into programs on a rolling basis as they are received in advance of each event.

FAQs

Can advertisers pay for an ad with cash? Advertisers can pay by cash or check.

Is this fundraiser mandatory? No. This fundraiser is voluntary but it can be **very beneficial** to you and the band program.

Where do I turn in the ad sold? Place the sales form and payment in an envelope with the student's first and last name. Place this envelope in the black box, located in the director's office on the wall.