



New Bern High School Bands

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Christopher Elbing, Director
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Jerry Simmons, Principal

Parents and Students:

The annual football program ad sale has started. This is a big fundraiser for the band program and credit can be earned towards outstanding band fees. All ads will go into the football season pamphlet which potentially hundreds/thousands of people will see. This is extremely cheap advertisement.

This year we ask that all band students (whether they need the credit or not) contribute by selling a minimum of \$100 worth of ads. **All marching band students must sell this much.** Ads can be either business/corporate or personal (i.e. ads wishing students well).

This is an easy fundraiser and can earn a 25% credit per ad sold. This credit will be applied to past due fees or if there is a \$0 balance, the credit will be applied to next year's marching band payments (credits will not be applied to 2018 concert band costs).

There are *2 major deadlines* and incentives attached to these dates. The top seller on the 1st turn in day (5/4/18, with a minimum of 10 ads sold) will receive their marching/guard shoes for free plus an additional \$50 credit towards/up to fees. The top seller OVERALL (with a minimum of 20 ads sold) will receive an additional \$100 credit towards marching band costs. **To be considered for the overall top seller reward, ads must be turned in by the final deadline of 6/1/18.*

For your reference, we have attached some of last year's buyers. It would be wise to try to reach these businesses first. We will be posting a live link at goo.gl/1sRy91 so that multiple people do not contact the same shops. **All contracts are digital this year. Go to this link to submit contact info and add photos (jpg or pdf)** <https://goo.gl/forms/8vcbgEBysevxDIB22>

*Please let Mr. Elbing know if any of these companies have been reached already so we can keep it updated.

If there are any questions, please don't hesitate to reach me at 252.514.6045 or chris.elbing@cravenk12.org.

Sincerely,

Chris Elbing
Director of Bands

FOOTBALL AD FUNDRAISER 2018

AD PRICES

Ad	Cost	Size	Counts as
1/8 Page	\$25	2 x 3 ½ (Business card)	1 ad
1/4 Page	\$50	3 x 4 ½	2 ads
1/2 Page	\$75	4 x 7	3 ads
Full Page	\$100	7 x 9	4 ads
*Inside Front Cover	\$150	7 x 9	6 ads
*Inside Back Cover	\$150	7 x 9	6 ads

*Notify Mr. Elbing before selling the front/back page ad to be sure it is available

Submission Form (Digital)

<https://goo.gl/forms/8vcbgEBysevxDIB22>

Previously sold reference

<goo.gl/1sRy91>

About the ads.....

- Ad photos must be submitted digitally through the submission form (jpg/pdf formats)
- Ads sold will appear in the football program book in black & white.
- Ads can be business or personal ads
- Personal ads can include photos, but must be at least 1/4 of a page. *No photos will be returned*
- Note: Too much color in the ad will not look good when printed in the program book
- Business cards are not appropriate for ½ and full sizes

Selling the ads....

- Each band member is expected to sell a minimum of 4 ADS
- For each ad sold, members will receive a percentage (approx. 25%) applied towards their band fees.

<u>Amount of Ad</u>	<u>Amt of Credit</u>
\$25.00	\$6.00
\$50.00	\$13.00
\$75.00	\$19.00
\$100.00	\$25.00

Ad turn in info...

- **A phone number must be on all checks you turn in**
- New this year: all forms are digital. Go here <https://goo.gl/forms/8vcbgEBysevxDIB22> Ad photos must be submitted digitally through this link
- Send all money to Mr. Elbing in an envelope. Write your name, the company, and the amount of money you are turning in.
- **If ads are not correct when they are turned in, no credit will be given!**

Reward for the TOP SELLER

- Top seller on the 1st turn in day (with a minimum of 10 ads sold) will receive their marching/guard shoes for free and an additional \$50 credit towards and up to fees.
- Top seller **OVERALL** (with a minimum of 20 ads sold) will receive an additional \$100 credit towards marching band costs.
- To be considered for the overall top seller reward, ads must be turned in by 5/31/18

Due Dates

- **1st Turn in deadline: 5/4/18 • Final Turn in Deadline (for 25% credit): 6/1/18**
- Ads may continue to be sold after 6/1/18, but for reduced credit (10% per ad).
- No more ads will be taken after June 15.