

Playbill Ad Sales - Instructions and Suggested Script:

As you prepare to speak to businesses, remember that you represent the department from beginning to end. Please dress appropriately, as if for a job interview. Think casual, but modest attire. Always be polite and respectful. ☺

Download and print the following documents from <http://shstheatreensemble.weebly.com/> under "Playbill Information:"

- *This Script* – please read through it ahead of your visits so you are familiar with the main talking points.
- *Business Contact Sheet* - for you to make note of contact information.
- *Playbill Order Form* - print enough to leave one with every business you visit.
- *Playbill Price List and Sample Size Information Sheet* - print same number as above and staple this page to the order form.
- Also please find a Playbill or two from your collection of past shows to use as an example. If you have none, please let Tamara Santana know (SHSTheatreEnsemble@gmail.com) and we will find something for you to use.

Select (and sign up for) businesses or shopping centers from the Sign-up Genius list that you have a connection with, feel comfortable approaching, and/or are close to home.

*Students: *Always go with a partner!* Please work with a parent or team-up with another student in the program.

Ask to speak with the Owner or Manager:

- Introduce yourself (name, school, and grade) as a representative of the Sanderson HS Theatre Program. Parents can identify themselves as the parent of a student in the program.
- Let them know that we are launching a capital campaign to upgrade the sound system in the auditorium at Sanderson, which seats 800 people when full to capacity.
- The program produces both a Fall Play and a Musical in the Spring. These high quality productions are open to the public and run four nights each.
- Last year, approximately 500 tickets were sold for the Fall Play in November, and 1025 for the Spring Musical in April.
- A Playbill program is distributed to audience members before each performance. (Please take one with you from a past production to show to potential advertisers)
- We are offering a Win/Win partnership for businesses who have the opportunity to show support for the local high school theatre program by purchasing a tax-deductible advertisement that will run in two Sanderson Playbill programs, and will be distributed to audiences at 8 performances altogether, covering the full year of productions.
- Ad purchases are **fully tax-deductible**, though the business owner should confirm this with their own tax advisor.
- Hand them the Playbill Price List / Sample Size Information Sheet – they can keep this.
- Also provide them with a copy of the Playbill Ad Order Form to keep.
- The deadline for camera-ready artwork submission via email is October 1st.
- If they have any questions that you can't answer, please refer them to the SHSTheatreEnsemble@gmail.com email address listed on the order form where they can send inquiries to Tamara Santana, Parent Booster Representative.
- Let them know that you hope they will be interested in participating as an advertiser in the Playbill for the 2017/2018 Production Season.
- Thank them for their time and consideration. Let them know you hope they will consider advertising in the Sanderson HS Community as a show of support for the Theatre Program, and that a Booster Parent will follow up with them.

Ideally, they will complete the order form then-and-there for you to take with you – checks and camera-ready artwork for the ad can be submitted at a later time. But it is likely they will need more time to consider the size of their ad, etc. What we need at this point is a contact person for the business and accurate (legible) contact information.

For most businesses:

- Fill in the information for that business on your copy of the Contact Information Form (PLEASE write legibly!), or ask for a business card from the person you speak with and then put this in a safe place so that you can transfer the info at a later time to the Contact List. The bottom line is that we are gathering contact information from businesses who might be interested (even if they don't say so then and there) so that Booster members can follow up with them through email or a phone call at a later time.

Once you have met with your businesses, please compile the information gathered and send it via email to Tamara Santana at SHSTheatreEnsemble@gmail.com That's it! The rest of the process will be handled by Booster volunteers. Thank you for your help!

Playbill Ad Corporate Contact Information Sheet

Name(s) of Salespeople: _____

Email Address(es): _____

Business Name: _____ Contact Name: _____

Email Address: _____ Phone Number: _____

Notes: _____

Business Name: _____ Contact Name: _____

Email Address: _____ Phone Number: _____

Notes: _____

Business Name: _____ Contact Name: _____

Email Address: _____ Phone Number: _____

Notes: _____

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