

Dear Celebrity Parents,

The biggest fundraiser of the year is selling ad space for the spring show program book. Each Celebrity is required to sell \$350.00 worth of business or personal ads. The ads will be sold from Tuesday, November 1, 2016 through Tuesday, March 8, 2017. Revenue from the ad sales go directly to funding the Spring Show, which includes paying for the program, costumes, props, choreography, etc.

Businesses that purchased ads from returning members of the Celebrities in last year's program book will **NOT** be "reserved". Any business may be contacted to purchase an ad in the 2017 spring show program, so start early! When you have contacted a business to secure an ad, notify me immediately. I will keep a listing of businesses already contacted on our website for folks to check before reaching out for ad sales to avoid multiple requests to the same business.

I have included the following documents in this packet:

- Helpful hints for selling ads
- Instructions for turning in ads
- Sample letter to business
- Blank spring show program advertiser contract
- Sample ad size sheet
- Ad sales tracking sheet

The sample letter is the one that was used last year to give to potential advertisers. You will need this letter, the advertising contract and sample size ad sheets to take when visiting local businesses requesting ads. If the business prefers an electronic copy, these documents will be available on the website.

We will offer Early Bird ad credits again this year! Please see the attached information sheet on Early Bird credits.

Thanks to everyone for supporting our biggest fundraiser of the year! We have a wonderful group of hard working Celebrities and parents this year. Our children are the reason why we are here; let's continue to work together as a team to support our daughters. Remember to turn your ads in as early as possible!

If you have any questions, please don't hesitate to contact me at athomewithmygirls@hotmail.com or 713-962-2636.

Thank you,

Darlene Hernandez
CBCBC Publicity Chair

Celebrity Ads and Early Bird Credits

This is our biggest fundraiser of the year. In order to meet the 100% Participation requirement for Spring Show, each girl must sell a minimum of \$350 in ads for the spring show program. **There is no buy-out for this fundraiser.**

The girls really enjoy having their pictures and words of encouragement in the program. This is one of the highlights of spring show. We want to make it easy for parents to earn "FREE" ad space, and thus, will give Early Bird credits to those folks who meet their \$350 minimum ad sales by the Early Bird dates. You don't have to turn in your ads all at once; you can turn them in as you sell them. But in order to receive the free ad credits, you must have the full \$350 ads sold and received by Darlene Hernandez (artwork, contract and payment) by the dates listed below. **There are no exceptions and extensions of these deadline dates!**

Early Bird Credits

Total \$350 of ads sold by **January 3rd at 2:30 pm** = One Free Full Page Ad

Total \$350 of ads sold by **February 7th at 2:30 pm** = One Free Half Page Ad

No Early Bird credits given after February 7th – no exceptions.

- To receive credit, your artwork, signed contract, and payment must be received by these dates.
- There are no partial credits – no half credits – no culmination from one date to another - all or nothing – you are responsible for getting or creating the artwork; not the Publicity Chair.

Ad Size	Ad Price
1/8 page	\$50
1/4 page	\$75
1/2 page	\$125
Full page	\$200
Inside cover	\$500

The final ad deadline is **March 8th, 2017**. **ALL** ads are due by this date.

This includes personal, business, and free ads from Early Bird sales.

There are no exceptions to this deadline!

If your ads are not received in full (meaning artwork, signed contract and payment) by the end of day on **March 8th, 2017**, then your ad will **not** be placed in the spring show program, and you will **not** meet the requirement for the 100% Participation Dance for spring show.

Any ads received after this date will be placed in next year's (2018) spring show program. Turning in your artwork without the signed contract and payment will not meet the deadline. Please do not be disappointed by waiting until the last minute to turn in your ads.

The spring show program is a huge undertaking and deadlines cannot be extended in order for the book to be ready on time.

If you have any questions, please contact Darlene Hernandez at 713-962-2636 or athomewithmygirls@hotmail.com.

Helpful Hints

- **Ads will be in the Celebrity program for the spring show held April 27, 28 & 29.**
- Emphasize to businesses that their advertisement is good local community support and will be seen by sold out crowds of approximately 650 at each of the three spring show performances.
- Ad sizes are:
 - 1/8 page (\$50) – business card size
 - 1/4 page (\$75)
 - 1/2 page (\$125)
 - Full page (\$200)
 - Full page/Full Color Inside Cover (\$500)
- Deadline for purchasing an ad is **March 8, 2017**. *All ads are tax deductible.*
- You can re-type the letter or use the template on the website so that your request letter looks professional and not a fill in the blank letter.
- Businesses can provide their own ad copy or ask the Celebrity selling the ad for assistance with ad design. Some businesses like to include a photo of Celebrities in their ads, so it is a good idea to offer to arrange a photo shoot at the convenience of the business.
- Keep copies of your typed introductory letter and a blank advertiser contract handy to take to the businesses you frequent. Just keep them in your car at all times.
- If a business indicates that its advertising budget has been used up for this calendar year, offer to follow up after the first of the year. Set reminders in your cell phone.
- Sorry, we are not able to accept ads containing images of alcohol and/or smoking or that advertise bars.
- **The only accepted formats for ads are .pdf or .jpg.** Font selections cannot be guaranteed for ads submitted using a Microsoft Office product format such as .doc, .pub, .ppt, etc. Power Point and Photoshop are great tools to use or any tool that saves in .pdf. Remember, the Publicity Chair does NOT create your ad; that is solely your responsibility. ***Please do not send in a business card and expect that to be turned into your artwork.***

Good luck! I know this is hard work, but remember this is to support our daughters and to help fund an awesome spring show!

Sample Business Letter

Dear (Owner/Manager Name):

Hello, my name is _____, and I am a member of the Celebrities Drill Team at Clear Brook High School. Our biggest event of the year is our Spring Show, which is scheduled for April 27- April 29, 2017. The Celebrities Spring Show typically plays to a sold out house of approximately 650 people each night.

In order to fund costumes, choreography and stage props for the show, we depend on the sale of advertisements in our spring show program book. We hand out over 1900 copies of the program each year. In recent years, the program has contained approximately 100 pages. The support of local businesses like yours allows us to make our spring show a success each year.

The following is a breakdown of the cost of ad space in the program:

AD SIZE	COST	Price per program
1/8 Page (business card)	\$50	.03¢
1/4 Page	\$75	.04¢
1/2 Page	\$125	.07¢
Full Page	\$200	.11¢
Inside Cover (Full Page/Color)	\$500	.26¢

Full page ads are 7½" x 10".

The deadline to purchase ad space is March 8th, 2017.

Attached is an advertising contract form that will need to be completed in order to purchase an ad. The bottom of the form contains a receipt, which can be copied for your use for tax purposes since support of the Celebrities through *advertising in the spring show program is tax deductible*. I have also attached a document that shows the sizes of each ad for your review.

If you are interested in seeing a copy of last year's program to get an idea as to what ads have looked like in the previous years, I would be happy to stop by and show one to you.

On behalf of the Clear Brook Celebrities, I would like to thank you for your considered support. Please free to contact me with any questions.

Sincerely,

Name of Celebrity
Email
Phone

CONTRACT FOR ADVERTISEMENT CLEAR BROOK CELEBRITIES SPRING SHOW

Deadline is March 8, 2017

Give specific details for advertisement below.

All ads must be submitted electronically, please send finished ad work to:
athomewithmygirls@hotmail.com.

Attach ad, picture, business card, letterhead artwork, etc. as it is to appear.

You will receive a confirmation email upon receipt or you may call Darlene Hernandez, 713-962-2636 if you have any other questions or concerns.

Please fill out completely:

Today's Date: _____

Business Name: _____

Business Full Address: _____

Business Phone Number: _____

Person Authorizing Advertisement: _____

Celebrity Representative: _____

TYPE OF ADVERTISEMENT PURCHASED:

1/8 PAGE	@ \$50.00	\$ _____
1/4 PAGE	@ \$75.00	\$ _____
1/2 PAGE	@ \$125.00	\$ _____
FULL PAGE	@ \$200.00	\$ _____
INSIDE COVER, FULL PAGE, COLOR	@ \$500.00	\$ _____

**PLEASE MAKE CHECKS PAYABLE TO:
CLEAR BROOK CELEBRITY BOOSTER CLUB (CBCBC)**

Amount Paid: \$ _____ Check Number: _____

DETACH ALONG LINE BELOW FOR RECEIPT

Receipt for Celebrity Spring Show Ad
CLEAR BROOK CELEBRITY DRILL TEAM
4607 FM 2351 FRIENDSWOOD, TX 77546 (281) 284-2100

Date: _____

Amount

Paid:

\$ _____

Check

Number:

BUSINESS CARD

1/8 PAGE

3.75" x 2.5"

QUARTER PAGE

3.75" X 5"

BUSINESS CARD

1/8 PAGE

3.75" x 2.5"

HALF PAGE
7.5" X 5"

FULL PAGE (7.5" X 10")

