

SELLING ADS FOR THE PROGRAM

We hope to sell at least 8-12 business card size ads for the program. The Treasurer will head up this effort and direct a team of three or four volunteers who will contact various local businesses by email, by phone, or in person. Provide the sponsor with a contact number for questions and an email address sponsorship@marketstreetsingers.org for technical questions about ad artwork.

Information to be provided to sponsors of ads:

- Approach the business with a physical copy of our “Dear Business Owner” letter or email letter to the business [Program Ad Sales Letter 2018](#)
- Provide a contact name and email.
 - Contact Name: TMSS Treasurer
 - Email: sponsorship@marketstreetsingers.org or finance@marketstreetsingers.org
- Follow up two or three days later by phone or email
- The ad will appear in the program distributed to approximately 400 concert goers at our concerts.
- The ad will be in color and will be the size of a standard business card
- Collect check for payment of \$25 at the time of sale and provide one copy of the completed receipt.
- Check and duplicate copy of receipt go to the Treasurer who will make the deposit and forward receipts to bookkeeper.
- The business can use their own digital image, digital business card, or we can scan their physical card.
- Collect digital file at sponsorship@marketstreetsingers.org or in person by deadline of one month before the concert.
- Digital files should conform to the following specifications: pdf, CorelDraw (cdr), Adobe Illustrator (AI) files, jpg, png, tif.
- Physical business cards will be collected by one month before concert.
- Digital files and business cards to be sent to Graphic Designer by one month before concert by Treasurer.
- Keep a list of advertisers to provide copies of the program to after the concert.
- We will thank sponsors of ads at our concert.