

Ad Sales Process/FAQs for Zionsville Show Choirs 2019-2020

Important Dates

- Thursday, May 30, 2019 – Sign-ups and ad sales open
- Friday, June 28, 2019 – Any uncontacted businesses released for sign-up
- Saturday, June 29, 2019 – Second sign-up opens
- Friday, July 26, 2019 – Ad sales and Senior Tributes close and all paperwork must be received

Ad Sales Process

- Returning and Legacy students will be given the opportunity to retain businesses to whom successful sales were made last year.
- All students need to register for a free Sign-up Genius account – www.signupgenius.com
- All students must email ZSIAdSales@gmail.com with any NEW Sponsor name(s) that they would like to approach for Ad Sales and await email confirmation that the business is available before initiating contact (ie: to verify they are not retained and not on the “do not call” list)
- On May 30, 2019 at 9am EDT, students may begin to sign up for past ad sale businesses via the Sign-Up Genius spreadsheet. The final allowed number will be communicated prior to this date.
 - Note: If a student signs up for more than the allotted number, it is at the discretion of the Ad Sales Coordinator which business(es) will be removed from that student’s list.
- Students may only sell to a business he/she has formally signed up for on Sign-up Genius or received email confirmation from ZSIAdSales@gmail.com to proceed.
 - Note: If the student’s name is not on Sign-up Genius for the business he/she sells an ad to, he/she *will not* receive credit for the sale.
- Students need to update the Sign-Up Genius spreadsheet with the status of their visits – Initial Contact Made, Sale Pending, Sale Completed, Not Interested This Year, Not Interested Ever - Do Not Visit Again; follow-up steps, and result.
- Any businesses that do not have a status update made in Sign-up Genius by June 28, 2019 WILL BE RELEASED FOR SECOND SIGN-UP.
- Students will have the opportunity to sign up for the businesses released on June 29, 2019.
- In order for a student to receive CREDIT for a Sale, the student is responsible for ensuring the following:
 - The Ad submitted by the Sponsor meets the listed requirements as listed in the ad specifications on the order form
 - A Check payable to **ZSI** is mailed with a photocopy or printout of the ad to:
 - ZSI Ad Sales, 6555 Hunters Ridge South, Zionsville, IN 46077
 - The Electronic Ad has been submitted to ZSIAdSales@gmail.com from the Sponsor by July 26, 2019
- If the student has not received confirmation from the ad sales team regarding receipt of the paperwork, ad, and payment, it is the student’s responsibility to follow-up with the business to ensure everything is submitted by July 26, 2019.
- The inside front and back covers are available for sale (\$600) for businesses interested in premium placement. Be sure to email ZSIAdSales@gmail.com and await a response before committing a front or back cover placement to a business.
- If you have a business interested in being a sponsor for Holiday Home Tour or Finale, please have them contact Ann Soards at asoards@gmail.com.

FAQs

What are the benefits of selling ads?

- For each ad sold, the student making the sale receives half of the sale price directly to pay for their personal show choir fees. The other half of the sale price is applied toward to overhead of the Choral Program and to help subsidize the cost of all show choir fees.

What changes were made in the Ad Sales process from last year?

- Number of businesses available to be signed up for has decreased slightly
 - We want to set all students up to succeed. We created this year's list to only have those businesses who have purchased ads in the past four years. This decreased the total number of businesses available for sign-up, but hopefully has increased the chance of making a sale.

What if I want to sell to a business that is not on the list?

- If you have identified a business that you'd like to make a sale to that is not currently listed on Sign-up Genius, please email the Ad Sales Team at ZSIAdSales@gmail.com. Please await email confirmation that the business is available before initiating contact (ie: to verify they are not retained and not on the "do not call" list)

How do I know who to contact when I approach a business for sponsorship in the program?

- A spreadsheet is available with all of the contact information we have on file for the current businesses on the list. The link to the spreadsheet will be sent in a separate email. Please ensure you capture all contact information from the businesses you sell ads to, so we can keep the spreadsheet up-to-date. If no contact name has been identified, ask for the owner or the advertising/marketing contact.

What if I have a business asking about premium placement in the program? Or asking if they can have their ad placed in a specific location in the program.

- We have two opportunities for premium placement in the program – the front and back inside covers. These can be purchased for \$600. It is a first come, first served basis for purchase, so please contact the Ad Sales Team, ZSIAdSales@gmail.com and await a response before committing to a sale of the inside covers. We have no other options for a business to determine placement in the program.

Who do I contact if I have questions during the ad sales process?

- Shannon Lee is the Ad Sales Coordinator this year. You may contact Shannon for questions at:
Shannon Lee
ZSIAdSales@gmail.com
317-513-0698