

Ad Sales for Zionsville Show Choirs 2017-18

Important Dates

- Tuesday, May 30, 2017 – Sign-ups and ad sales open
- Friday, June 30, 2017 – Any uncontacted businesses released for sign-up
- Saturday, July 1, 2017 – Second sign-up opens
- Friday, July 28, 2017 – Ad sales and Senior Tributes close and all paperwork must be received

Overview of Ad Sales Process

- All students will receive a folder containing all necessary information for selling advertising.
- Returning students will also receive an email to confirm he/she wants to retain the businesses to whom successful sales were made last year.
- All students need to register for a free Sign-up Genius account – www.signupgenius.com
- On May 30, 2017 at 9am EDT, students may sign up for up to seven (7) businesses, including the ones he/she chose to keep.
 - Note: If a student signs up for more than seven (7) businesses, it is at the discretion of the Ad Sales Coordinators 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.
 - 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 Sign-Up Genius 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 30, 2017 will be released for second sign-up.
- Students will have the opportunity to sign up for the businesses released, taking the total to no more than ten (10), on July 1, 2017.
- Each student is responsible for ensuring that the ad submitted by the vendor meets the listed specifications as listed in the ad specifications, and the check has been written to ZSI and submitted along with the electronic ad to Rita Haydar by July 28, 2017.
- Each student needs to send a list of businesses who purchased ads to Rita Haydar to ensure that she is aware of who should be submitting ads.
- Senior Tributes will be captured on the Senior Tribute form and submitted to Rita Haydar by July 28, 2017.
- All paperwork must be submitted to Rita Haydar, along with ads and payment no later than July 28, 2017 for the student to receive credit for the sale.
 - Note: If the student has not received confirmation from Rita on receipt of the paperwork, ad, and payment, it is the student's responsibility to follow-up with Rita and the business to ensure everything is submitted by July 28, 2017.