

Sample script for soliciting an ad with a NEW Sponsor

Hello, my name is _____

I'm a member of the Zionsville Show Choir Ensembles at Zionsville Community High School.

Would you be interested in supporting our group by purchasing an ad that will be featured in our concert program for the entire school year?

There are at least seven separate opportunities for your business to be showcased to over 1200 potential patrons during each performance during the school year. That represents exposure of your business to nearly 9000 community members.

A ¼ page size ad is reasonably priced at \$100. Would you be willing to support Zionsville Show Choirs as an ad sponsor?

Ad Prices

Ad Dimensions	Ad Cost	Designer Cost
1/4 page – vertical only (2.5" x 3.75")	\$100	\$75
1/3 page or Business Card Size (5" x 2.5")	\$120	\$75
1/2 page – horizontal only (5" x 3.75")	\$200	\$100
Full Page (5" x 7.5")	\$250	\$150
Minor Ad Design Changes		\$25

Note: Be sure to ask if the business has a digital ad already available for the program. If they do not, let them know our designer can create an ad they can own and use for future advertising.