

Sample script for RENEWING an ad with a previous Sponsor

Hello, my name is _____

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

Last year, you purchased an ad that was featured in our concert program throughout the school year. Would you be interested in continuing your support this coming 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.

Last year, you purchased a _____ size ad. Would you like to continue your support at that level, or would you be interested in moving to the next size of _____? Would you like to use the same ad as you did last year?

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 would like to keep the ad they used last year. If they do not, let them know our designer can create an ad they can own and use for future advertising or even make minor ad changes to if they so desire.