

PROGRAM BOOK ADVERTISING

FUNDRAISER

Newtown High School Nighthawks Marching Band & Color Guard

2017 Coordinator: Mary Craig – grassoprogramads@gmail.com

- Program ads are advertisements & personal messages that can be purchased for display in the Grasso Marching Band Festival Program Book
- 50% of the funds raised by the student will go into their personal band account as band credits which can be used for the annual participation fee and other band expenses.
- Many students have paid for their entire participation fee by selling program ads!
- The remaining 50% supports the Marching Band & Color Guard
- Ad prices range from \$350 for the back cover down to \$5 for a 2 line Band Booster/Patron ad. (See Advertising Contract for sizes & prices.)
- Final date to return program ads *in order to use the credits for the participation fee* is **August 18th (first Friday of band camp)**. Ads will still be collected until **September 11th**, however, those credits can't be used for participation fee but can be used for the banquet, merchandise & winter programs and the following season.
- Return program ads and payments as you sell them to the coordinator at band practices or put them in the blue band box in the band room. *Do not give ads or checks to the coordinator's children per policy of the board.*
- If you sell the inside front cover, inside back cover or back cover please call or e-mail the coordinator ASAP so they can let the other band members know that those ad spaces are no longer available.
- Good copy is appreciated; stapled and folded ads do not scan well. If a business asks to layout an ad for them please come up with something in Word or another program, get it approved by them and then e-mail it to email below. If they give you an ad with coupons please check the expiration date so that it is AFTER the home show.
- E-mail ads & images to: grassoprogramads@gmail.com
- Questions? Contact Mary Craig at grassoprogramads@gmail.com