



Hello students and parents,

As in previous productions, we are **requiring** students to sell sponsorships to cover the cost of publicity for our production. We have found that the most successful way to sell ads is to go to people and businesses that you know and make a direct appeal. If you need advice on where to go, feel free to ask one of the boosters. The show seems like it is a long time away, but it will get here sooner than you know it. Don't wait for the deadline to sell your ads.

All students are expected to generate at least **two** sponsorship ads. The ads sold can be “shout outs” from family and friends or sponsorships from businesses. As an incentive all cast and crew members who achieve certain threshold amounts in ad income will earn Lincoln Theatre Department swag. **Failure to sell ads will result in exclusion from the next show.** Sponsorship forms are available at rehearsal and at the Booster website: [www.lincolnthatreboosters.org](http://www.lincolnthatreboosters.org).

Finding sponsors is extremely important because we receive **no** funding from the school district and must run on what we can raise through ticket sales, sponsors, and fundraising. Sponsors can bring in needed funds and help us ensure we can produce high quality productions. Those of you who have never sold ads before may not know where to start, so we have provided some helpful tips and suggestions below.

### **1. Choose a Business:**

It's easiest to sell ads to friends, family, or someone you or your family pays money to already. Examples are your dentist, orthodontist, private tutors, lawn services, photographers, bakeries, etc. Major corporations such as retail chains are difficult to sell ads to because the local location doesn't have the authority to purchase a sponsorship.

### **2. Contact the Business:**

It's best to visit in person, but you may make contact by phone or email as well. Be sure to ask to speak to the manager, owner, or person in charge of advertising. If they are not there at the time, **be persistent**. Find out what is the best method to contact them and follow up on it.

### **3. When Talking to the Business:**

If they have purchased an ad before, thank them for their previous support. Be polite and courteous. When you speak to the business, tell them you are a member of the Lincoln Theatre Department and want to know if they would be interested in becoming a sponsor of our department. Tell them about our department, our upcoming show, and why we are looking for sponsors. Tell them the different sponsorship levels and that the ad will appear in our program. Provide them with the sponsorship form so they can see the donation levels and the ad sizes. Be a salesperson, and really sell our department, and don't forget to smile, be positive, and upbeat. Some businesses may be hesitant, but communicate how beneficial each sponsorship is for our department, inform them that

ads will reach hundreds of people for every show, and that **donations to school groups are tax deductible**.

#### **4. If They Say No:**

Unfortunately, you are out of luck this time, but don't worry there are plenty of other businesses! **Thank the manager**, and leave. It's helpful if you let us know who said "no" so we don't pester them again. Don't give up, and just try again with another business. If you are having trouble, speak to the boosters and we will do what we can to help you.

#### **5. If They Say Yes:**

**Great News!** The worst is over and now you just have to have the business fill out the Sponsorship Form, provide us with an advertisement, and a donation check. Make sure the ad they provide is exactly what they want to appear in the program. It is your responsibility to get everything to us on time. All checks for ads can be made out to Lincoln Theatre Boosters.

#### **6. Submit the Sponsorship:**

All materials related to you sponsorships should be in a sealed envelope, and handed to Mrs. Westphal at rehearsal. Payment for sponsorships can be made online, and artwork can be submitted online. Directions for both are on the form. Please note on the form that those things are being done online.

#### **7. Friends and Family Messages:**

Parents and friends can place a personal message in the ad for a donation of at least \$10. Talk to your family, or even put an ad in to your friends. Talk to your friends, grandparents, family friends, neighbors, teachers, or anyone who may want to help support your hobbies.

#### **8. Other Options:**

In addition to selling to businesses, families and organizations can become sponsors of the department. If you have a family member who is part of an organization (i.e. DAR, American Legions, Masons, Kiwanis, etc.) they may want to help sponsor us. Talk to your parents, and see if their businesses would be interested in sponsoring us. If you have family or friends who are realtors, lawyers, bankers, hair dressers, etc. they may want to become sponsors. Be creative and talk to everyone you can think of.

Thank you and good luck,  
Lincoln Theatre Boosters