



# INSTRUCTIONS FOR ADVERTISEMENT SALES

# 2021

The Lowndes High Georgia Bridgemen compile and produce the football programs sold at all home games. The revenue from the ad sales each year is how the cost of printing the programs is paid. We therefore need the help of parents and students to encourage local businesses to purchase advertisements for the program. In return, students are given credit in their band account for a portion of any advertisements sold.

## Types of Advertisements

### Business Ad Sales

These are ads sold to local businesses who provide their business information for inclusion in the program. Please use the **“Football Program Advertisement Sales Sheet”** for these ads.

- ∫ Call or visit the company and ask them to complete the sales sheet or complete it for them
- ∫ Ask them to review the ad requirements listed on the sales sheet carefully and submit the ad information to the E-mail address listed on the sales sheet
- ∫ Please do not accept business cards for printing purposes - all printed material MUST be submitted via E-mail
- ∫ You can collect the form/payment or have the company mail the form and payment to the address on the sales sheet
- ∫ The student will receive a credit for 20% of the ad cost in their account once the ad payment has been received
- ∫ **Thank them for their support!**

### Patron Ad Sales

These are ads sold to individuals who wish to make a *minimum* donation of \$25 in honor of a band member. Please use the **“Patron Ad Form”** for these ads.

- ∫ These ads are for individuals, friends, and/or family members - NO company or business names will be printed in this section
- ∫ You can collect the form/donation or have the person mail the form and donation to the address on the ad form
- ∫ The student will receive a credit for 20% of the donation in their account once the donation has been received
- ∫ **Thank them for their support!**

**\*\*All ads are due by May 31, 2021\*\***