



## Marching Festival Ad Sale

- 1) Decide which business or individual you want to approach for a sale. Ask to set up an appointment or talk with the person in charge of advertising.
- 2) Explain to the business representative that you are selling program ads for the Eastview Marching Band Festival. This festival is at Eastview on September 7<sup>th</sup> and will be attended by over 3,000 band parents and marching band supporters from all over Minnesota. Many local and regional companies have advertised in the program in the past. Proceeds will be used to support the Eastview Marching Band program. There are some restrictions as to who may purchase advertising per District 196 regulations. Below are regulations that are pertinent to our advertising fund raiser. Please read and understand fully before soliciting advertising.

*2.1 District and school publications such as programs, calendars and websites (excluding list serves) may include paid advertising providing advanced approval has been obtained from the principal or designee.*

*2.1.1 In no instance shall advertising contain images promoting the use of alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials.*

*2.1.2 District and school facilities, equipment, publications and websites may not be used as a means of producing or disseminating to the community any material that advertises or promotes a political party, a political viewpoint, the candidacy of a person for public office, or a position on a referendum.*

*2.1.3 The principal or designee shall screen all such advertising for appropriateness, including compliance with the district's policies prohibiting harassment and discrimination. Advertisements may be rejected by the principal or designee if determined to be inconsistent with the educational objectives of the district, in direct competition for district students or inappropriate for publication or display. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity or antisocial behavior.*

- 3) Explain the options for different ad sizes and costs. **The responsibility for the ad design is left to the individual company.** Ads are black and white. Designs must be submitted by August 2<sup>nd</sup> to be included in the program. Electronic formats are preferred and can be emailed to [evhsmarchingband@gmail.com](mailto:evhsmarchingband@gmail.com)
- 4) Fill out the ad form with the company representative. You should keep the top half of the form and the business should complete the bottom half. **Emphasize that August 2<sup>nd</sup> is the deadline for receipt of both the ad and payment.** Some companies will give you a copy of the ad and a check. Others will want to mail it to the band office. You may have to follow up with the company if the ad is not received by August 2<sup>nd</sup>.
- 5) Leave the marching band festival flyer with the company for posting. This will help advertise the festival and inform other students that the company has already advertised in the program.
- 6) Turn in a copy of the advertising form to the band office. We will credit 50% of your total sales toward your membership dues upon the completion of the festival.



## Eastview High School Marching Band Festival

Saturday, September 7<sup>th</sup>, 2019, 5:00 pm

**Student Copy – Submit to Band Office by August 2nd, 2019**

Festival Program Advertisement Form (All ads in Black and white)	Company Information
<p><b>Check Desired Ad Size:</b></p> <ul style="list-style-type: none"> <li>• \$325 - Full Page 7 ½" wide X 10" high</li> <li>• \$175 - Half Page 7 ½" wide X 4 ¼ "high</li> <li>• \$125 - Quarter Page 3 ½" wide X 4 ¼" high</li> <li>• \$50 - Business Card 3 ½" wide X 2 ½" high</li> <li>• Please accept my cash donation to help support the <b><u>Eastview Marching Band Program.</u></b></li> </ul> <p>Amount donated \$ _____</p>	<p>Company Name _____</p> <p>Company Contact Person _____</p> <p>Address _____</p> <p>City, State Zip _____</p> <p>Phone _____</p> <p>E-Mail _____</p> <p>Total Cost of Ad _____</p> <p>Check Number _____ (Make checks payable to ("Eastview High School"))</p> <p>Band Member _____ (To be credited for sale)</p> <p>Date Ad Turned in _____</p> <p><b>Ad Format (Illustrator, EPS, jpg., tif. or copy that can be easily scanned) <u>CIRCLE ONE</u></b></p>

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**Business Copy – Ad must be RECEIVED by August 2<sup>nd</sup>, 2019**

Company Name \_\_\_\_\_ Band Member \_\_\_\_\_

Band Member Contact Information \_\_\_\_\_

Ad Size (See Above) \_\_\_\_\_ Ad Cost \_\_\_\_\_

**Ad Format (Illustrator, EPS, jpg., tif. or copy that can be easily scanned) \_\_\_\_\_**

Please make check payable to **"Eastview High School"** and mail to address below.

Eastview High School Marching Band  
 6200 140<sup>th</sup> Street West  
 Apple Valley, MN 55124  
[evhsmarchingband@gmail.com](mailto:evhsmarchingband@gmail.com)



# **Eastview High School 2019 Marching Band Festival**

**Saturday, September 7<sup>th</sup>, 2019**

**5:00 pm**

**Admission:**

\$10 Adult

\$6 Student and Senior Citizen

Children 5 and Under Free

*Eastview High School  
6200 140<sup>th</sup> Street West  
Apple Valley, MN 55124  
Phone: 952-431-8900*