

## **How to Ask a Business to Place an Ad in the 2018 OJR Marching Band Cavalcade Program**

Hello, my name is \_\_\_\_\_ and I play \_\_\_\_\_ for the Owen J. Roberts Marching band! On Saturday, October 6th our band is hosting its 48<sup>th</sup> Annual Band Cavalcade. In addition to my band performing the show *A Tribute to Movie Composer John Williams*, there will be numerous other high school bands, as well as, middle school bands performing. I was wondering if you, as a local business, would like to place an ad in the program for the OJR Band Cavalcade?

Here is a letter that explains the pricing of the ads. (Give them the letter)

I would really appreciate your consideration to help the band with our fundraising.

Would you be interested?

1. If they want to place an ad, you'll need to leave an order form with them, which includes details on submitting the ad and payment info.
2. If they need to give it to someone else in charge, thank them and give them the letter.
3. Ask if it's ok if you follow up with them – GET THEIR NAME AND #.
4. If they do not want to place an ad, thank them for their time and go to another business.
5. If they have already committed to placing an ad with another band member, thank them for their support!
6. Make sure your name is indicated on the paperwork so you get credit for securing the ad.
7. You can also put any orders handed to you in the band lock box to the attention of Mrs. Bodor.

**SUCCESS!! You met your goal of getting an ad for the band!**