

Lawrence Central Performing Arts Association

Fall 2016 Ad Campaign – for the 2017 Calendar year event programs

Thank you for registering to participate in this year's Ad Campaign. The basics of this program are as follows:

- 1) Please read all enclosures – the program is explained in detail on the attached documents.
- 2) Previous sellers have first rights to renew their ad sales. **YOU MAY NOT APPROACH ANY OF THE BUSINESSES ON THE ENCLOSED "Previous Seller Protected Accounts List",** at least until these families have been given a grace period to renew their sales. You will be notified by email when and if any of these businesses can be approached.
- 3) The LCPAA has some business and township relationships (trades/in kind services, etc.) with a number of accounts. **YOU MAY NOT APPROACH ANY OF THE BUSINESSES ON THE ENCLOSED "LCPAA Relationships Protected Accounts List".** Cash receipts, if any, that result from including these ads in our program are used for the benefit of the Performing Arts Department as a whole.
- 4) You have been asked to register to participate in this program so that the Ad Chairperson, Jennifer Mosier, can maintain an accurate listing of which businesses have been approached, and inform all participants of current activity. Please read ALL documents in this packet so that we are giving all sellers a fair chance to succeed and also being respectful of the businesses we hope will support our programs by not having multiple sellers approach them with the same request.
- 5) We encourage you to collect payment for your sold ads at the time of sale, or make arrangements to pick up the check soon after. If a business insists on being billed, we can accommodate that request, but it will be your responsibility to make sure the transaction takes place.

The packet enclosures are as follows:

- 1) This document – Basics and Enclosures
- 2) Promotion and Sales Information – **PLEASE READ THIS ENTIRE DOCUMENT**
- 3) Summary of Procedures and Guidelines – **PLEASE READ THIS ENTIRE DOCUMENT**
- 4) Previous Seller Protected Account List
- 5) LCPAA Relationships Protected Account List
- 6) Ad size and price document, which can be used to explain pricing and ad sizes during sales pitch.
- 7) Example program from 2014 year, which can be shown to and discussed with prospective customers during sales pitch.
- 8) 4-part Order and Receipt Form** for Business Ads (2 copies – additional copies are available for further sales by calling Jennifer Mosier at 317-840-1023, or from Mrs. Corman in the Performing Arts Office at 317-964-7553)
- 9) Not included, but available from Mrs. Corman or Jennifer Mosier, are the 4-part Order and Receipt Forms** for Personal/Tribute Ads (these are half the price of the Business Ads but **CANNOT** contain any business or promotional material). If you would like to honor your student with an ad in the program, please use this form.

****PLEASE RETURN ANY UNUSED FORMS THAT YOU WILL NOT NEED TO MRS. CORMAN IN THE PERFORMING ARTS OFFICE. THEY ARE COSTLY TO PRINT AND CAN BE USED BY ANOTHER PARTICIPANT WHO MAY NEED EXTRAS. THANK YOU.**