



How do I do this ad thing?

Getting advertisers and sponsors for our program is our main method of raising funds at RCS. So as a member we need everyone/YOU to help. The term "selling" can make some members cringe and be pretty nerve wracking. Given that ,how can it be made simple? Here are some ways to help.

First; think about all the business that you support with your patronage and make a list (below). Remember you support them , shouldn't they support you? But why would they support you? What's in it for them? 1. Your gratitude 2. A good feeling that they are supporting the arts. 3. **Exposure to others like you** who attend our concerts. And since they are like you , they will be in a group demographically that the business is trying to reach. 4. **Exposure and increased traffic on their own website**. We put a link to their web site on ours which gives them a higher ranking on sites like google so their business shows up higher on a search results list when people are looking for business that do what they do.

Now that you know WHY they should support us, what do you say ? Here are a few samples;

I sing with a choral group that performs in this area called Rockingham Choral Society. We perform 2 concerts a year since 1957 and are looking for business like yours to support us with an inexpensive ad or sponsorship in our program. (hand them the program) Each ad runs in both the winter and spring program and we also place a link to your business on our website (show them the logo on the front of the flyer or show them the website if you can). Between our concerts, people who visit our website, and our mailing list we reach several thousand people each year who are looking for a business like yours. Our ad and sponsorship rates start at 25.00 for all that (show the inside of the ad flyer). Compared to ad rates in local newspapers and marketing this is probably the best bargain around don't you think?. Which do you think would be better for your business, an actual ad or a sponsorship?

Ok, I still am a little uncomfortable with doing this you say. Ok, then just fill out the bottom and hand it back to us and we will get in touch with them for you. Remember, without these sponsorships we wouldn't be able to do this and we can't leave it up to just a few of the members to do all the work.

Real estate agent _____ town _____

Attorney _____ town _____

Financial Advisor _____ town _____

Mechanic / Car Dealer _____ town _____

Insurance Agent _____ town _____

Florist _____ town _____

Other _____ town _____

Your name _____ (so we can say you referred us)