

Big Band Blowout Jazz Concert Program

Hints for Selling Ads

Business Ads

Focus on businesses you have patronized for years—dentists, doctors, veterinarians, auto shops, hair salons, restaurants, boutiques, etc. Typically, these establishments will be more inclined to support a long-time customer.

Remember, you're raising money for a great cause—helping our jazz band compete in the prestigious Reno Jazz Festival. Jazz I earned 1st place in 2013, and 2nd place in 2012 and 2014, 4th place in 2018 in their division among the top jazz bands in the Western U.S. Jazz II earned 1st place in 2012 and 2nd place in 2018. Businesses often respond well to worthwhile youth programs such as this.

We are offering value—a chance to get their names out to hundreds of potential customers who will appreciate supporting a business that supports their kids.

Our ad prices are very reasonable for the quality program we produce. Ads range from \$30 for 1/8 page to \$105 for a full-page ad. We offer to help with their design, if needed. This service alone can be quite expensive. Some businesses have continued to use the designs created by us for other publications.

Don't feel pressured to sell door-to-door. Not everyone has the time or inclination for this.

Remember that a "no" is just a no. Thank them for their time and try again with another business. Some businesses may have depleted their advertising budget.

If you decide to approach chain stores, contact them early, as they generally require more time to get approval.

Once you get a sale, complete the ad form and attach the check with the words "Reno Ad" along with your student's name written in the memo section (regardless of who wrote the check). Have your student drop it into the "Everything Box" in an envelope marked "BBB Program Ad." **Please do not drop off your ad forms/checks to the school office. We cannot guarantee delivery to the band room from the office.**

Please respect the deadline for ad sales. Once all ads and checks are collected, accounting must be reconciled so we know exactly how much each student still owes toward their Reno expenses. We cannot accept any late ads. We appreciate your help with this.

Personal Ads

Personal ads should be easier to obtain than business ads since you are asking for support from family and friends. Think about relatives—local and/or out of state. Family members may love having an opportunity to surprise your student with a heartfelt message of encouragement.

Our personal ads can fit budgets large and small. Personal ads are priced the same as business ads with one exception. Shout Out ads are limited to 75 characters and are available for only \$4 per ad. These small ads are great for a family member, friend or fellow student to send a message to your jazz student.

As with the business ads, we can accept only camera-ready ads. You can e-mail these to: BigBandBlowout@gmail.com. Please make sure you provide a phone number with the ad form in case we have any questions for you.

Take a look at the program from last year for ideas and inspiration. Usually, simple is better--a word of encouragement with a photo, a theme, special congratulations for an Honor Band student, graduating senior, etc. Just remember that the ad appears in the Big Band Blowout program, which will be held May 24th.

Good luck and have fun. We hope each jazz family will bring in at least one ad per student. Thank you.

For further questions contact:
Craig Norrbom
Big Band Blowout Coordinator
(714) 742-8769
BigBandBlowout@gmail.com