

# ADVERTISING

Field position 1-2 people

## OVERVIEW

As chair of this committee you will be asked to solicit ads to be placed in our production program.

## GOAL

To sell ads to help support Lietz Drama Club with the many costs involved in the production.

## TIMELINE

1. Month 1 - meet with Program chairpersons to determine specs and deadlines
2. Month 2 - solicit local businesses in person with proposal letter for ex: AVAC, Knowledge Quest, Bamboola (these should be expanded on!) / have principal include solicit letter in her email to the Lietz community/ solicit Drama families through Google Docs, email and social media. Be sure to follow up with last years sponsors as well.
3. Month 3 - follow up with all loose ends - verify payment of ads
4. Post production send all sponsors a program with a thank you note.

## TIME COMMITMENT

If spread out wisely over the course of the production this position could easily be about an hour per week.

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**Sample Business letter:**

Dear valued business owners and community members,

The Lietz Elementary School Drama Club offers a unique advertising opportunity for select businesses and organizations to support our Drama program. We seek to work closely with local businesses like yours, deepening our sense of community and attachment to the place where we live and work. Generous businesses can purchase advertising space in our Wizard of Oz program. The proceeds from these ads will be used to help fund programs, costumes, and tech equipment needed for the production.

Prices for ads are as follows:

Back Cover - \$150

Full page - \$100

½ page - \$50

Business card - \$25

Those placing full page or back cover ads will receive 2 tickets to the performance of their choice as a thank you.

There are limited sponsor and advertising spots available, and they are filled in the order payments are received. Payments can be made to Lietz Home and School Club.

Thank you for your consideration,

*(your name here)*

Lietz Drama Club Advertising Chair