

PATRON/AD BOOK INSTRUCTIONS

Hey Promenaders, it is time to start on our Anniversary Dance. One of the first things to do is the Ad Book. What have you been spending your money on this year? The businesses you have been using are the best sources for possible ad sales for our book.

In the past the largest funds earned from our dance have come from our Patron/Ad Book. We can easily pay all our Anniversary Dance expenses even before the dance occurs from this source. Our other funds from the dance (dance tickets, raffle tickets, etc.) can go for other club expenses during the year. WE NEED EVERYONE TO PARTICIPATE IN GETTING ADS FOR THE AD BOOK!

Here are the Instructions along with an Introductory Letter and Ad Forms to use when selling ads:

1. Make a list of possible contacts
 - a. Your place of work
 - b. If you sold ads for our book before (see 2021 list attached), contact those patrons to see if they will support us again and maybe upgrade their ad to a full page from ½ page.
 - c. Think of possible places you use (restaurants, cleaners, doctors, home repair companies, hair dressers, etc.) that are not on the attached list who might be willing (or more than willing) to support you and America's folk dance.
2. A half page ad is \$50.00 (approximately 4-1/4" x 5-1/2"). A full page ad is \$75.00 (approximately 8-1/2" x 5-1/2"). Specialty ads will be considered at a price to be determined. See Betty Boehnke (281/798-0749) concerning these.
3. Make copies of the Introductory Letter and the Ad Form.
4. Obtain a copy ready ad from the businesses or get help in working the ad up.
5. Turn in the money, ad form and ad copy to Betty Boehnke as soon as you receive it. Online ad copy goes to Steve Warr at swarr2@hotmail.com but turn in the Ad Form and payment to Betty Boehnke. Final date to turn in these ads is at our regular Thursday dance on August 25, 2022.