



Selling Knight Music Ads? - Here are some tips!

Here are some tips for selling band program advertisements

1. Be prepared

- Have a copy of last year's program if possible. Have all forms neat and ready to go. Don't have the forms?

Download them from the Band website at <http://www.stamfordhighband.net/downloads>

2. Sell ads, not donations. Remember this program...

- Will be viewed by many people. They will use the program to keep track of the bands, event schedule, and also to look up personal ads from or to their families.
- Hundreds of band members and their families will be in attendance - a large advertising audience.
- Emphasize the value of putting their business name in front of many Stamford residents

3. What if...?

- The manager is not there? Ask when the manager is in and when is a good time to call them or revisit.
- They say they've already advertised or donated to other school clubs? Again, emphasize the value of the ad. Or see if they might be interested in being a booster.

4. How to begin your pitch...

- May I speak with the manager?
- We're asking local merchants to place advertisements in the Knight Music program book. Knight Music is our band competition where we will be hosting marching bands from high schools around the state. We expect to have up to 1000 students and parents in attendance at our event. If you are interested in placing an ad in our program book, you'll be reaching a large local audience. We have full page, half page, etc. ad sizes. What size ad can we place for you this year?

5. Be polite. Be confident - you are selling a valuable service. Be well dressed and respectful.

- If you don't make the sale be gracious and don't forget to invite them to come see us perform!