

# "9 to 5" Ad Drive

## **Guidelines for Cast Members**

Every cast member is required to bring in \$125 worth of ads. Without the work you guys put in on this ad drive, we don't have a show. If you can go above and beyond the \$125 quota we've set, please do!

Ads can be:

- Congratulatory messages from family, friends, and neighbors
- Ads from local businesses and services
  - o See if any of your relatives own or work for a business that might buy an ad.
  - o Ask your parents about businesses that they frequent (dry cleaners, hair salons, electricians, etc.). Businesses like to reward loyal customers.

Guidelines for interacting with businesses

- Introduce yourself as being from the theatre program at Cheltenham High School. Explain that every year, we ask local businesses to support our show by placing an ad in our playbill. (I recommend taking a copy of last year's program so they can see exactly how their ad will be featured. There are copies in the choir room.)
- Be sure to mention:
  - o The program will be seen by approximately 3,000 people from Cheltenham and surrounding areas.
  - o Half-page and full-page ads will be projected in a slide show before the performance and during intermission.
- If they seem on the fence, offer to leave the ad form with them, and say that you can come back later. Ask them when would be a good time to come back (suggest either a few days or one week). *Make sure that you follow up.*

General guidelines

- Above all, *be polite*. We are asking them for a big favor.
- You don't have to go alone. Go with another cast member, or ask a parent or sibling to accompany you. (Taking a buddy will make it much more fun, I promise.)
- There is a list of businesses that bought an ad last year available on the website.
  - o If you got a business to buy an ad for the *Once Upon a Mattress* program, you have first dibs on that business. You have until February 20<sup>th</sup> to contact them. After February 20<sup>th</sup>, that business can be approached by anyone. These "reserved" businesses are highlighted in blue on the list of last year's ad drive patrons. (This list is available on the Cheltenham Music Theatre website under "For the Company.") After the 20<sup>th</sup>, the blue highlights will disappear.

**Ad submissions are due by Friday, March 20th**