



## **SAINTS ON STAGE** **LUTHERAN HIGH SCHOOL**

### **Soliciting Sponsorships and Program Ads for Playbill**

Introduce yourself, mention where you go to school, what production you're in and what role you have

Ask if they would be interested in supporting the arts program by purchasing an ad

Benefits of Purchasing a Sponsorship or Ad:

- Ads directly reach approximately 2,000 people in the season (500 fall play, 1,500 spring musical)
- Increases presence in community especially among high school students and their families
- Great for promotions, special deals
- Lutheran High School and Saints on Stage patrons are very loyal and supportive of those who support us
- Sponsorships are tax deductible and include additional perks

### **Suggestions for where to solicit ads**

Hit up places you frequent regularly or are familiar with:

- Where you or family/friends work
- Doctor, dentist, orthodontist, hair or nail place
- Parents' connections in business
- Independent sales consultants (Pampered Chef, Etsy shop, etc)
- Independent businesses (Lawn care, snow removal, babysitting, etc)

Talk to businesses in the community/small businesses

- Flying Cupcake
- Dough Mama's
- Red Line

Chain businesses that traditionally support local school efforts are often willing to contribute

- Chick Fil-A
- Starbucks
- Barnes & Noble
- Panera
- McAllister's

\*\*Leave paperwork/information with them if they would like to think about it.  
Have them contact Mr. Frick or Mrs. Johnson if they have additional questions  
Get their card/info if they'd like us to contact them

If they are unable to purchase an ad...

Are they able to donate something "In-kind"?

- Food for Tech Week
- Gift cards to purchase needed items (Wal-Mart, Meijer, Target, Home Depot, Menards)
- Volunteer time
- Supplies, Services, Coupons, etc

Thank them for their time, ask if you can put up a poster