

## **FIRST FLAGS BUSINESS AD SOLICITATION**

### **Preparation:**

- Wear a Band/Orchestra Shirt or an IMA shirt
- Smile & be enthusiastic (We're proud of our kids & the IMA!)
- Bring a pen & paper to copy down the date, the businesses you visited as well as who you spoke to
- Bring a First Flags program (if you have one) to show what business ads look like

### **Upon Arrival at the business:**

- Ask to please speak to a manager, asst. manager, (the higher up the better)
- Tell them you are there to leave information....(don't say,,I'm selling....)
- If no one is available to speak to, tell them you would like to leave the information for the manager – leave your name & phone number on the envelope to contact you
- Write down the name of the person you are leaving the information with for the manager
- If you hear nothing within a week – go back and ask to discuss the information you left with \_\_\_\_\_ for the manager
- VERY IMPORTANT** – follow-up with a business until you get an answer of some kind
- Once you speak with someone –

- 1) Tell them that you are there to leave information concerning the Easton Area High School's 35<sup>th</sup> First Flag Band Festival being held this October 7<sup>th</sup>(raindate: Oct. 8<sup>th</sup>)
- 2) The event is held at Cottingham Stadium and fills the seats with families from Easton and around the Lehigh Valley
- 3) We are looking for community support and sponsors,, which can be in the form of an advertisement for your business in our festival program.
- 4) Show them the levels of sponsorships & what different levels include
- 5) If they say 'no' then ask them if they would consider a donation of a gift card or an item for our raffle baskets at the event

### **YES TO A BUSINESS AD RIGHT ON THE SPOT:**

- 1) Show them how to complete the form, the ad size needed for the ad they are placing & who to make their check payable to (IMA)
- 2) Contact me and I will make arrangements with you to get the ad, form & payment or raffle item

### **YES TO A BUSINESS AD AND WILL COMPLETE FORM LATER:**

- 1) Offer to come back to pick-up the ad, form, and check or simply show them where to mail their ad, form & payment to ( IMA; P O Box 3535, Easton, PA 18043-3535)

**No matter what the answer - ALWAYS SAY THANK YOU!!**

**MAKE THIS THE BEST FIRST FLAGS PROGRAM EVER!**

**?? – CONTACT RENEE DRAGO @ 610-258-3794 OR [EAHSMUSIC@GMAIL.COM](mailto:EAHSMUSIC@GMAIL.COM)**