

# Annual Souvenir Yearbook Ad Sales

## Fall 2006

**Who?** BHSN Band & Guard Students & Families

**What?** Our Annual Souvenir Yearbook is memories, history, accomplishments, awards, and photos of the past year all together in one special keepsake booklet. It highlights each of our seniors with a photo and a biography. The annual spring publication of the Souvenir Yearbook is our opportunity to showcase the “World Class Quality” band program at BHSN to the Bloomington community.

**How?** The Yearbook is also one of our biggest fundraisers of the year! You will be selling ad space to area businesses to help them promote their business. Families can also buy Happy Ads to encourage their band members at ½ the cost of a business ad – what a fun way to support and congratulate your band student! Souvenir Yearbooks will be available for purchase at our spring concerts in May.

**Where?** You may sell an ad to any business that wants to support our band and guard and did not purchase an ad in 2005-2006. Look through last year’s program (index on page 48) to see who bought ads previously; please do not sell to these businesses as they were contacted recently. Students who sold the ads in the 2005-2006 yearbook get first chance at their repeat business. Please honor this system! Think of other places you and your family do business with. A list of who has already purchased an ad this fall will be updated and emailed to the band listserv periodically.

**When?** Ads are due in the band office by Monday, October 30, 2006. In order to meet the trip payment schedule, there will be no extensions!

**Why?** 40% of the money you collect will go in your account for the Philadelphia trip, while 60% will go in the general band account. Ad sales can be your easiest method of increasing your trip account.

See the back of this letter for Six Easy Steps to Selling an Ad. Thank you for your support of BHSN Bands & Guard. If you have questions, please contact:

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