

This May Help You Get Ads For Adbook

- Call on a business that you or your parents use. Take your ad book materials and a pen with you.
- Be polite and friendly. Remember you represent the TOHS Band/Color Guard. Also, do what is most comfortable for you. You may either call or go to a business. Go with a friend or on your own. NOTE: You are asking stores/businesses to support a GREAT CAUSE: THEIR HOMETOWN AWARD WINNING BAND! They support a good cause and advertise inexpensively at the same time. It's a GREAT deal!
- You may call the store or business before you go to find out the manager/owner's name and find out when he/she is in. It may save time.

A SAMPLE CALL:

Ask the first person who answers the phone:

Could you tell me what your manager/owner's name is?

Is he in at this time? When is generally the best time to reach him?

You do not have to say who is calling - if asked, just say you wanted to stop by and talk to the manager/owner and wanted to catch him when he was in. If they ask you if you want to speak with the manager right then and you aren't ready, just say:

No, I will stop by later to speak with him briefly. Thanks very much for your help.

You now have the mangerlowner's name and you won't waste a trip to the store when the manager/owner is not in.

- Family, friends, and relatives can run an ad in the Band Book for just \$30... a birthday or Good Luck wishes, etc., a notice about an upcoming Christmas Boutique... (The book comes out in late December).
- When you go to the store - ask to see the manager or owner. Ask the first store person you meet the manager's name.

HERE IS A SCRIPT TO USE ... IF YOU NEED ONE:

Hi, Mr. _____,

I'm _____ of the Thousand Oaks High School Band & Color Guard.

We produce a FREE Band Program each year that's widely distributed at parades, football games, and local event. The book advertisers are merchants and provides a calendar of local Band and Color Guard events.

For as little as \$30, your ad reaches more than 1,000 people. Last year over 300 local stores and businesses ran ads. The 2007 AdBook has an Index that makes the book a handy tool for families to keep on hand to locate listings all year.

You get to advertise inexpensively and support one of California' best high school bands at the same time. Pull out your order form with the ad sizes and listed prices on back and show him the different sizes, etc.

ASK What size ad are you most interested in? Checks are made out to: TOHS Band Boosters.

If you don't wish to advertise in the Ad Book, you may help us by making a tax free donation to our Band. We would be proud to list your name in the Program Book as a Band/Color Guard Patron. Is there a way that you would prefer to donate to the Band/Color Guard ...dinner, lunch, or services offered that could be used in fund-raising throughout the year?