



Dear Parents,

We are beginning our official Ad Campaign for the 2017 Dance Recital! The Ad Campaign allows the studio to present an amazing recital and align our brand as one of the most respectable studios in the Greater New Orleans Area. To do that, we need your help. **All dancers are required to participate in the ad campaign and sell a minimum of \$50.00 in ad sells.**

We encourage our parents to sell more!

Dancers who sell more than the required amount, will have a chance of being awarded an advertisement slot for the 2017 Dance Year. The costs of ads are listed below. Dancers who sell \$200(Trophy) or more will receive an award at the recital along with the dancers who will reign as the 2017 Miss CoverGirl, 2017 Miss Centerfold, 2017 Miss Final Acknowledgements, and the 2017 Inside 8-dition.

The deadline for the ads is March 28th in order for the book to be complete for 2017 Recital.

All artwork and photos can be emailed to danceihc@gmail.com.

| AD Size | Prices |
|------------|--------|
| Full Page | \$100 |
| Half Page | \$50 |
| ¼ Page | \$25 |
| Sponsor Ad | \$10 |

~With Professional Courtesy,

Martresaca Jackson-Howard

Owner and Director of DanceIHC



Dear Prospective Donor/ Sponsor:

DanceIHC is holding our 3rd annual Dance Recital May 28, 2017 at the Jefferson Performing Arts Center. Our dancers come from all over New Orleans and its surrounding areas.

At this 3 hour event over 75 dancers will be performing in over 20 routines. We are expecting an audience of 800 spectators + for which we are printing programs to distribute; it is a great way to advertise your business for a nominal fee.

DanceIHC is proud to be an outstanding member of our community and participate in community outreach by attending local events, marching in parades, and performing on several platforms throughout the year.

In order for this souvenir to be successful, it is vital that we have participation from perceptive and compassionate individuals, businesses and a cross section of other organizations.

Information is included for you and we ask that you assist in this effort by sharing this with others who you could engage to participate at some level.

What are the incentives of being sponsor?

- Expand your businesses reach
- Further support community service initiatives
- Expand your branding circle
- Effortless Marketing

Don't have an ad already? No worries! We will design one for you absolutely FREE!

NO ADS WILL GO IN THE BOOK WITHOUT PAYMENT. PLEASE MAKE SURE TO INCLUDE WITH YOUR AD.

Acceptable Forms of Payment: (Cash, Check, Money Order, and Payment via PayPal.)

| AD Size | Prices |
|------------|--------|
| Full Page | \$100 |
| Half Page | \$50 |
| 1/4 Page | \$25 |
| Sponsor Ad | \$10 |

The deadline for the ads is March 28th in order for the book to be complete for 2017 Recital. Should you have any questions, please contact your DanceIHC Dancer:

@ #:

If you have any additional questions or concerns email

All artwork and photos can be emailed to danceihc@gmail.com



Ad Sales Frequently Asked Questions

Q. What is the definition of a Recital Ad book?

A. A recital ad book is a booklet that features the program, dancer's biographies, showcases dancers, and is a way for family and friend to publicly support their favorite dancer. This is also a way for local businesses to advertise at a venue of this magnitude, for a nominal fee.

Q. Where will the ads be posted?

A. The ads will be featured in every program at the recital, over 250 will be created. And each parent will receive 1 booklet before the recital for their personal keepsakes if they sell the minimum required amount in sales.

Q. What is all included in the \$10 ad?

A. The \$10 ad is a one line shout out to your favorite dancer. (Anyone can send a shout out; this ad does not include a picture.)

Q. What is all included in the \$25 ad?

A. The \$25 ad is $\frac{3}{4}$ of a page. (It is smaller than half a page. A medium size photo and wording can be included in this ad.)

Q. What is all included in a $\frac{1}{2}$ page ad?

A. The \$50 ad includes multiple photos and wording. (Also, a request can be made to customize to the purchaser's liking.)

Q. What is all included in a \$100 full page ad?

A. The \$100 full page ad can include multiple photos and wording. (Also, a request can be made to customize to the purchaser's liking.)

Q. What size ads can businesses purchase?

A. They can purchase the \$25 ad-\$100 ad. Businesses who purchase the \$75 ad will also receive advertisement in the projected pre-show entertainment and advertising promotional videos.

Q. What size ads can family members and friends purchase?

A. Family members and friends can purchase any size ads.

You can submit your ad at any time. The official deadline is March 25th.



2100 Franklin Avenue
Gretna, LA 70053, Suite 100
www.danceihc.com
Instagram: Danceihc_nola

Order Form

Deadline March 25th

ADVERTISER

CONTACT NAME: _____
COMPANY: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ EMAIL: _____

ADVERTISEMENT

PROGRAM AD PRICES

| Ad Sizes | Ad Dimensions | Ad Prices |
|---------------|---------------|-----------|
| Patronage Ad | 1 Line Ad | \$10.00 |
| 1/4 of a page | | \$25.00 |
| 1/2 of a page | | \$50.00 |
| Full Page | | \$100.00 |

PAYMENT

PLEASE CHARGE MY: MASTERCARD VISA AMERICAN EXPRESS DISCOVER
NAME ON CARD: _____
CARD NUMBER: _____
EXP. DATE: _____ SIGNATURE: _____

I HAVE ENCLOSED A CHECK MADE PAYABLE TO: DANCEIHC, LLC

I WILL CALL DANCEIHC, LLC TO DISCUSS A PAYMENT ARRANGEMENT

ETC....

- PLEASE RETURN FORM AND EMAIL YOUR AD ON OR BEFORE MARCH 25TH.
- EMAIL ADS TO : DANCEIHC@GMAIL.COM
- WE CAN DESIGN AN AD FOR YOU FOR FREE!
- CONTACT: MARTRESACA HOWARD AT 504-453-0833 WITH ANY QUESTIONS

THANK YOU FOR YOUR SUPPORT!

You can submit your ad at any time but the deadline is March 25th.

Ad Artwork and Verbiage (Wording)

| | | | |
|-----------------------|--|----------------------------------|-----------------------------------|
| Full Page \$100.00 | 1/2 Page Horizontal 6.5" x 4.5" \$50.00 | 1/4 Page 3" x 4.5" \$25.00 | 1 line patronage ad \$10.00 |
|-----------------------|--|----------------------------------|-----------------------------------|

Design Your Ad:



You can submit your ad at any time but the deadline is March 25th.



Patronage Ads

\$10.00

1. Write your Patron Ad as it will appear in the program.
(1 line or about 80 spaces)

Amount of Ad: \$10.00

2. Write your Patron Ad as it will appear in the program.
(1 line or about 80 spaces)

Amount of Ad: \$10.00

3. Write your Patron Ad as it will appear in the program.
(1 line or about 80 spaces)

Amount of Ad: \$10.00

4. Write your Patron Ad as it will appear in the program.
(1 line or about 80 spaces)

Amount of Ad: \$10.00

5. Write your Patron Ad as it will appear in the program.
(1 line or about 80 spaces)

Amount of Ad: \$10.00

6. Write your Patron Ad as it will appear in the program.
(1 line or about 80 spaces)

Amount of Ad: \$10.00

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