

Suggested “Script” for approaching businesses to buy
Advertising Space in our program for
Beauty and the Beast:

- Wait until the clerk/owner is not with a customer and is free to speak.
- Smile. Be happy. We’re doing a great thing and people love happy people who like theater.
- Be sure to remind them that you need to have them email their ad and/or mail their contract, ad and check by early July for our printing deadlines.
- Have multiple clean unfolded copies of the Ad Contract and Cover Letter with you with YOUR full cast-member name already filled in so you get credit for this valiant effort.

Here’s a suggested Approach:

“Hi, (“Johnny-Dimples/Susie Happy –Face” here with me is...) OR (I am...) participating in one of the most spectacular, best feel-good family shows of all time, BEAUTY AND THE BEAST, and I/we would be very grateful if you would show your support for the arts. *(This run-on sentence alone should make them want to help you)*

As you can see in this really nice program from a previous show *(show them program)* we are looking for advertisers. With over 100+ people in our show, your ad can be seen by hundreds, maybe even a thousand local theater-goers over the four performances in late July.

Here are the Ad specs and all the *information (give the Ad Contract and cover letter)* on how you can get your business featured in our program. Your money will help the children and adults create scenery, costumes, props and pay for our orchestra players.

You should check out our website and see what we’re all about. As a supporting advertising patron, you’ll also be listed online too. Thanks and come see the show. It’s going to be great!”

(If they say, ‘no’ simply sing the entire score until they change their mind – ...ok just kidding. Do thank them and tell them you hope they’ll come see the show)