

Step-by-Step Guide to Selling Performance Journal Ads

- Step 1: Go to www.rhsbands.org/performance-journal
- Step 2: View the “Past Sponsors Spreadsheet” to see which merchants/vendors participated in last year’s journal.
- Step 3: View the “Ad Journal First Contacts” spreadsheet and the “Ads Sold” spreadsheet to see which merchants/vendors have already been approached for this year’s journal. If the sponsor of your choice is listed, please choose another potential sponsor.

NOTE: You are not limited to the businesses on these lists. Approach businesses that your family frequents: doctors, restaurants, salons, landscapers, financial services, auto repair, etc.

- Step 4: Visit the potential sponsor of your choice and make a “First Contact” by speaking with a manager/owner or by leaving an ad contract with someone **in a position of authority**. When leaving a contract, be sure that you have filled in the bottom portion listing *your* information so that you can receive credit for the sale, and so that the sponsor has this information should they choose to fill out the contract online.
- Step 5: **Once a contract has been delivered**, go to www.rhsbands.org/performance-journal and complete the “First Contact Information Form” for each potential sponsor.
ENTRIES TAKE APPROXIMATELY 5 MINUTES TO BE PROCESSED BEFORE APPEARING ON THE SPREADSHEET. PLEASE BE PATIENT & DON’T ENTER MORE THAN ONE FORM PER SPONSOR.
- Step 6: Follow up with the potential sponsor until all materials (contract, artwork, payment) are submitted to the McCoys. Once the McCoys have received all ad materials, your sale will be confirmed and the information will appear on the “Ads Sold” spreadsheet.

IMPORTANT NOTE: DEADLINE TO SUBMIT ADS AND PAYMENT IS NOVEMBER 1. REALLY.

Beginning on November 2, all potential sponsors still listed **ONLY** on the “First Contact Spreadsheet” or the “Past Sponsors Spreadsheet” will be contacted by a member of the Ad Journal Post-Sale Team to complete the sale and the original contact will not receive credit for the sale.

Use the following materials to assist in your sales efforts:

1. Performance Journal Advertisement Contract (available on website by [clicking here](#))

Use this form to record all of the important details of each sale, including the information about the sponsor, the type of ad that they are purchasing, and the selling family’s information. Also included are directions for the sponsor on how to send us the ad and payment.

2. Top Reasons to Place an Ad in the RHS Performance Journal (available on website by [clicking here](#))

Use this concise handout to help you outline to prospective advertisers the top reasons for why people advertise in the journal.

3. A copy of last year’s ad journal to show as an example to potential/returning sponsors (see Mr. Haas or Mr. Luckenbill for a copy while supplies last.)

Remember, you are encouraged to take out an ad yourself, wishing your child “good luck,” or expressing your pride in his or her musical accomplishments. It is not necessary to complete the “First Contact Form” for Family Ads. However, please be sure to observe the November 1 deadline for submitting all materials.