

WHAT TO EXPECT FOR THE AD CONTEST

Every year Elite Dance hosts an AD CONTEST. The Ad Contest runs from mid December to March. Each student has the option to sell ads to family, friends, and businesses. Sold ads are placed in the Recital Program Book, which becomes available to the public at the recital. Students selling a certain dollar amount of ads will receive their picture in the recital book for FREE. The student selling THE MOST ads over a specified dollar amount will win her spot on the front cover of the review book, a huge trophy, a personal photo shoot, two 8X10 pages of pictures in the recital book, a featured part in the review, a media presentation highlighting her, and other goodies :-)

- **IS THERE A DIFFERENCE BETWEEN ADS AND PICTURES?**

Yes. Ads are located in the second half of the recital book and may include text, such as congratulatory notes to students, and business advertisements only, such as business cards. Ads may not include pictures of students. Pictures are located primarily in the front half of the recital book. Pictures may not include ads or text in them unless the picture is an 8X10 whole page picture.

** 8X10 pictures may have an ad of up to four lines of text below them. The ad must be turned into the front desk with all other ads by the due date. The phrase 'Love, Your Family' will appear under any 8X10 picture missing this ad.

- **TO WHOM CAN I SELL ADS?**

You may sell ads to anyone and everyone that will purchase one from you. The easiest ads to get are from Mom, Dad, Grandmaw, Grandpaw, Nanny, etc.

- **WHAT SHOULD I WRITE IN MY ADS?**

You may write anything you wish to the student participating in the recital. Examples of ads are available online at Elite Dance's website. Click 'Ad Contest' on the left and scroll down.

- **CAN I REQUEST GRAPHICS OR ARTWORK IN MY AD?**

No. The graphic designer and Elite Dance will choose all graphics and artwork in the recital book according to the theme. However, graphics on business cards, professionally set and published ads, and ads emailed with a graphic already included are fine.

- **CAN I RECEIVE A FREE PICTURE IN THE RECITAL BOOK?**

Yes! In order to receive a FREE picture in the book, you will have to sell a certain number of ads. The more ads you sell the bigger the picture (according to the schedule on the next page). The easiest way to receive a free picture in the recital book is to ask family to purchase ads. Keep in mind, if you sell \$300 of ads or more, your child will also receive a trophy onstage! If you sell more than \$500 of ads, you will also receive a \$30 registration credit for the following year.

- **HOW DO I COMPETE IN THE COVER CONTEST?**

The student selling the most ads over \$1500 will be the winner. (It's easier to get to there than you think ;-)

- **DO I HAVE TO SELL ADS?**

Participation in the ad contest is optional. If opting not to sell ads, you may purchase a picture in the recital book.

- **WHEN IS THE AD CONTEST DEADLINE?**

All ads are due NO LATER than March 1st. The Cover Girl will be announced on Tuesday, March 1st, 7:30 pm, at the Covington Studio. Anyone competing for the top 5 Ad Winner Spots, which includes Cover Girl, should meet at the studio then.

- **HOW DO I SUBMIT ADS?**

Step 1: EMAIL ALL ADS to EliteDanceAds@aol.com. Ads emailed to any other address are not guaranteed to be in the recital book.

Step 2: In addition to the first step, please turn in a TYPED hard copy of ads along with collected money to the front desk in a sealed envelope with your child's name and class printed clearly on the front. (You may type your ads in the boxes provided on the example sheets below.) Include the completed 'TOTALS' page at the end of this packet.

** With the large student base, both steps are crucial to ensure ad accuracy and correct placement in the recital book. Thank you in advance for your cooperation.

- **HOW DO I GET A RECITAL BOOK TO SEE MY ADS?**

Every student participating in the recital will have one recital book ordered for them. If you wish to order more, please see the front desk. Recital books will be distributed the day of the recital.

2010-11 Recital Book Ad & Picture Information

YOU OR YOUR CHILD COULD BE THE NEXT STAR OF THE SHOW!!

AD PRICES

\$5	\$70 B	Fourth page ad
\$20	\$85 B	Third page ad
\$35 B	\$125 -	Half page ad
\$45 B	\$250 -	Whole page ad

If you sell at least:

\$225 ads
\$300 ads
\$425 ads
\$500 ads

You receive:

3 page picture in revue book plus a class picture
2 page picture in revue book & ad honorable mention trophy plus a class picture
8x10 picture in revue book & ad runner up trophy plus a class picture
8X10 picture in revue book, ad runner up trophy, \$30 registration credit, & class picture

The student selling the most ads of at least:

\$1500

Will receive:

2010-11 Cover Girl & 1st Place ad winner trophy
Picture on Front Cover of Revue Book
Picture on 1st page of Revue Book introducing them
Group picture of Top Ad Winners on Inside Cover of revue book
Two 8x10 black & white pages with 5 pictures in revue book
Photo Session with professional photographer
Their pictures on their full page ads
Introduction & featured part- in the revue with custom slide show
4 Foot Trophy & Flowers presented on stage by Ms. Eileen
Priority Reserved Seating at Revue (8 Seats)
(Front Cover is limited to siblings only)

\$1200

2nd Place Ad Winner Trophy (2 ½ Feet High)
Group picture of Top Ad Winners on Inside Cover of revue book
Two 8X10 black & white pages with 5 pictures in revue book
Priority Reserved Seating at Revue (6 Seats)

\$1000

3rd Place Large Ad Winner Trophy
Group picture of Top Ad Winners on Inside Cover of revue book
Two 8x10 black & white pages with 5 pictures in revue book
Priority Reserved Seating at Revue (6 Seats)

There will be NO TIES FOR 1st, 2nd, or 3rd PLACE AD AWARDS.

PICTURE PRICES

You may forego selling ads & opt to buy a picture. Only the 8X10 picture may have an ad underneath.
The prices are:

\$80 B 3 page picture & Class Picture
\$135 B 2 page picture & Class Picture
\$275 B 8x10 picture & Class Picture

Only immediate family member may take pictures together. There is a \$40 per child additional fee for students who want to take pictures with friends or other family members.

ALL AD INFO & PRIZE EXAMPLES ARE LOCATED ON OUR WEBSITE. CLICK THE 'AD CONTEST' LINK.

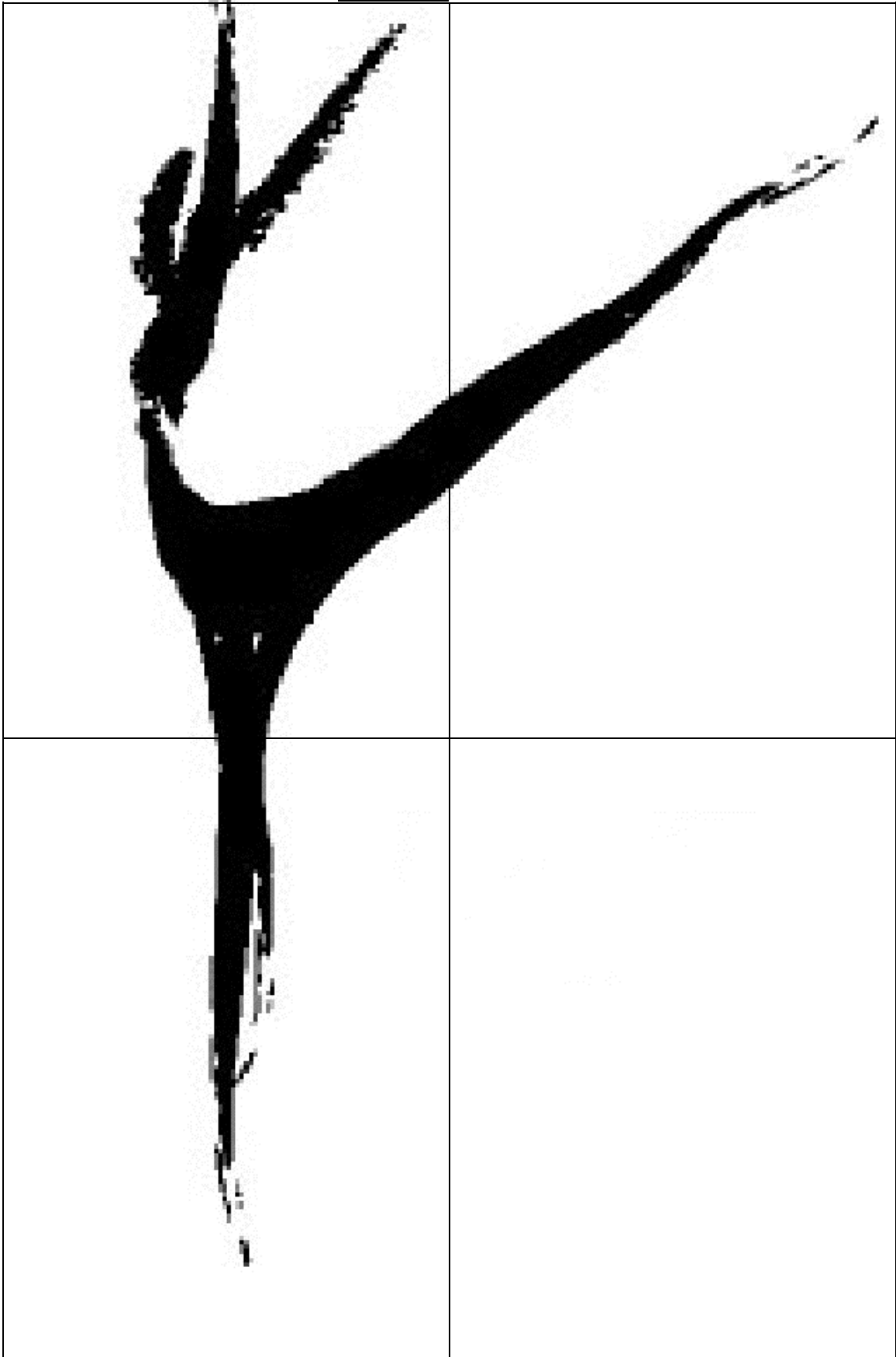
APPROXIMATE SIZE CHART - Please make copies if additional pages are needed
\$35.00 ADS

APPROXIMATE SIZE CHART - Please make copies if additional pages are needed

\$45.00 ADS

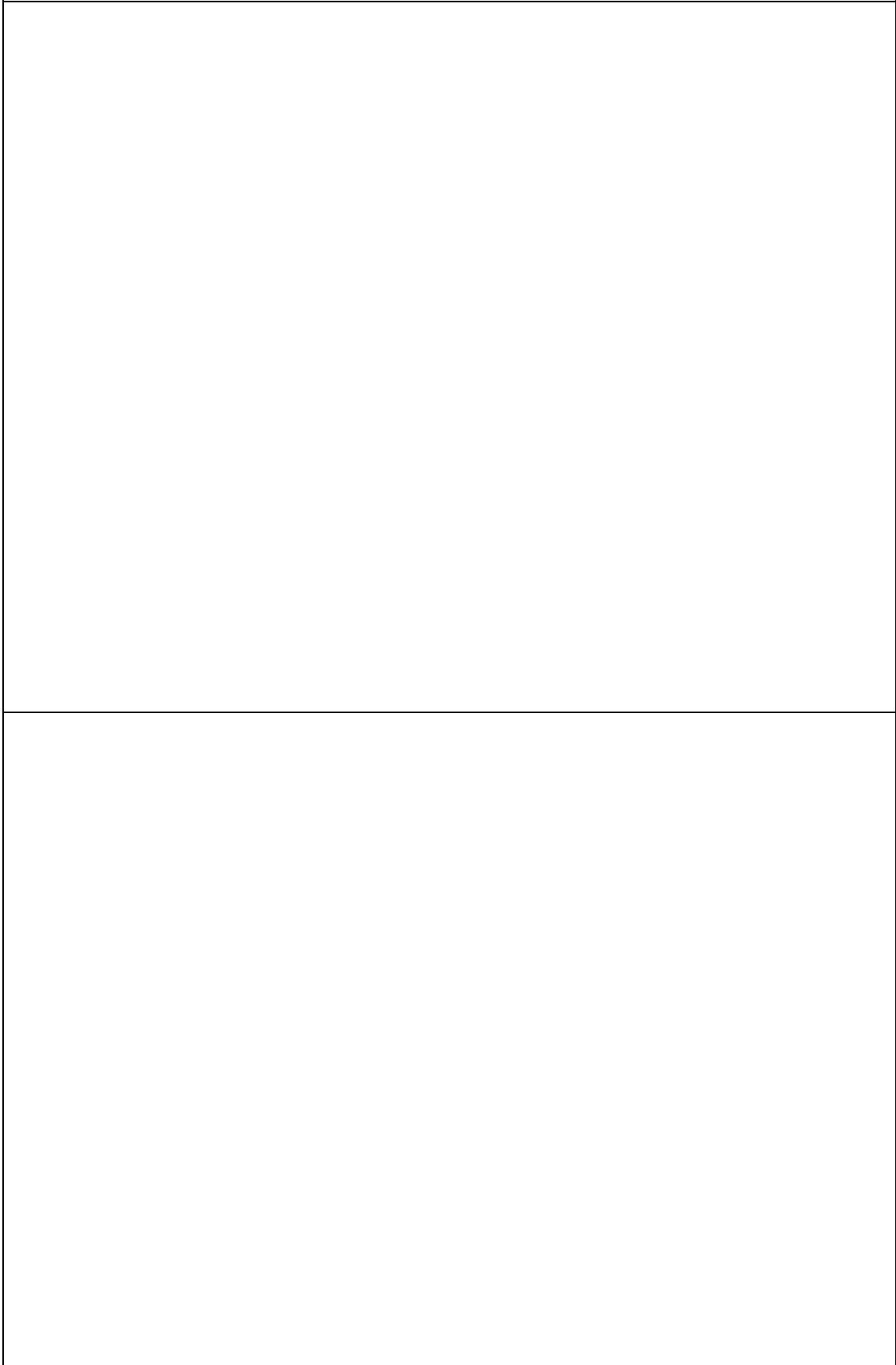
APPROXIMATE SIZE CHART - Please make copies if additional pages are needed

\$70.00 ADS

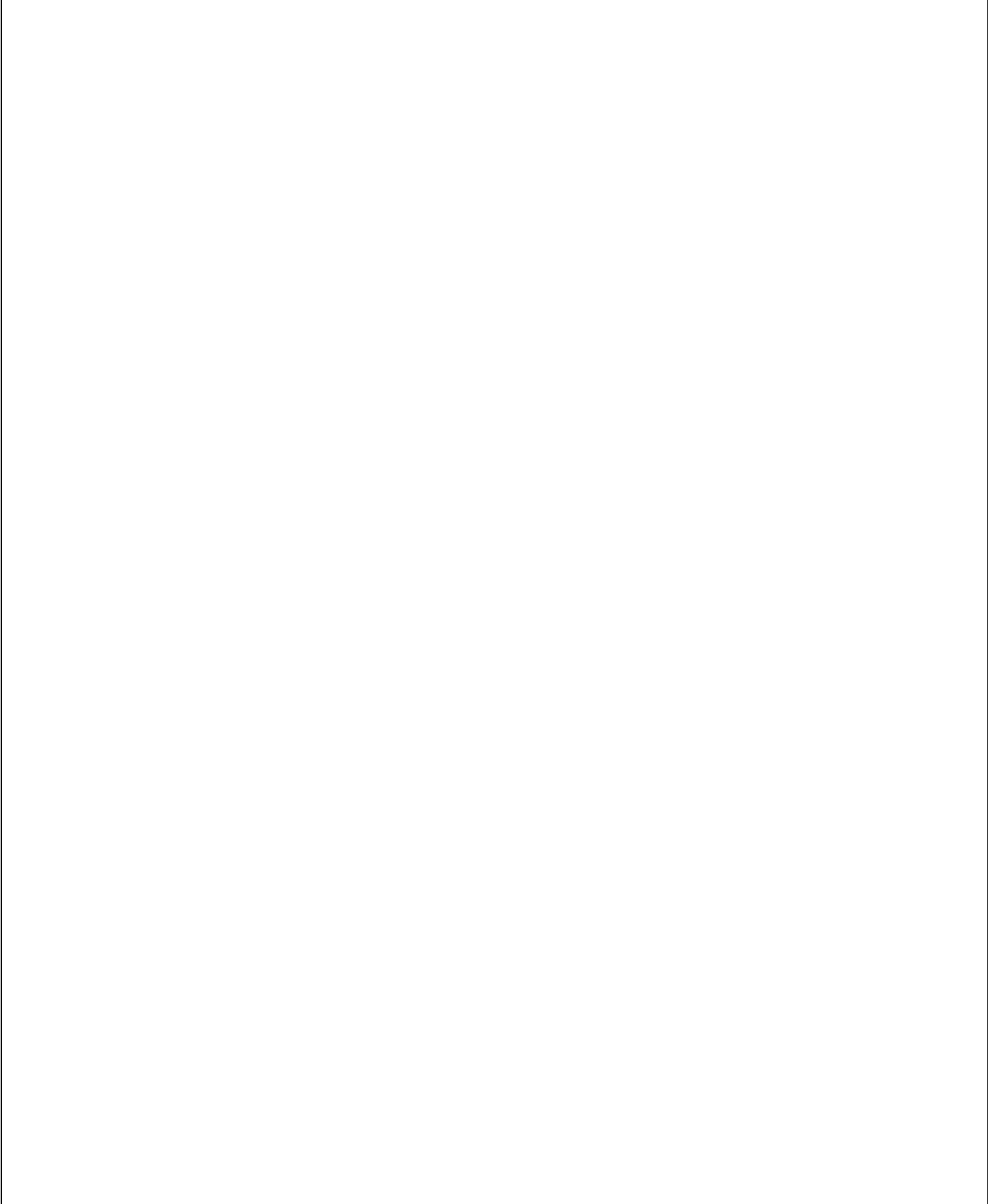


APPROXIMATE SIZE CHART - Please make copies if additional pages are needed
\$85.00 ADS

APPROXIMATE SIZE CHART - Please make copies if additional pages are needed
\$125.00 ADS



APPROXIMATE SIZE CHART - Please make copies if additional pages are needed
\$250.00 ADS - Full Page



APPROXIMATE SIZE CHART - Please make copies if additional pages are needed

\$5.00 ADS

<i>Ellie Arnold Love, Mom & Dad</i>			

NOTE:

All \$5.00 ads must only contain the following:

***Child's Name: Ellie Arnold
 from: From
Person giving ad: Mom & Dad***

2010-11 Ad & Picture Totals

Name: _____

Class: _____

Total of \$5.00 ADS: _____

Total of \$20.00 ADS: _____

Total of \$35.00 ADS: _____

Total of \$45.00 ADS: _____

Total of \$70.00 ADS: _____

Total of \$85.00 ADS: _____

Total of \$125.00 ADS: _____

Total of \$250.00 ADS: _____

CASH Fee Paid for Photo: _____

Photo Size: _____

Grand Total: _____

NOTE: *If enough ads have been sold for an 8 X 10 Picture, please remember to include your ad for the bottom of the picture with all your other ad information or the phrase 'Love, Your Family' will appear under the picture...*