

2011 – 2012 RECITAL BOOK PICTURE & AD INFORMATION

Listed below are 9 different options you may choose from to have your picture in the recital book, get a trophy onstage at the revue, or be the STAR of the show! Of the 9 options listed below, choose ONLY 1. Keep in mind ADS & PICTURES ARE NOT THE SAME THING. Please see attached 'What to Expect for the Ad Contest' for Frequently Asked Questions.

PICTURE OPTIONS

You may forego selling ads & opt to buy a picture. Only an 8X10 picture may have a special message underneath. Only immediate family may take pictures together. There is a \$40 PER CHILD additional fee for students who want to take pictures with friends and family other than immediate family members.

___ OPTION 1:	\$80	Purchase ¼ page picture with class picture(s) included
___ OPTION 2:	\$150	Purchase ½ page picture with class picture(s) included
___ OPTION 3:	\$275	Purchase 8X10 page pic with class picture(s) included

AD SALE & CONTEST OPTIONS

Ad Prices are as follows: \$5, \$20, \$35, \$45, \$70, \$85, \$125, \$250. See attached for ad break down.

___ OPTION 4:	Sell \$250 or more of ads	<u>Receive:</u> Free ¼ page picture in recital book & class picture(s)
___ OPTION 5:	Sell \$325 or more of ads	<u>Receive:</u> Free ½ page picture in recital book, ad honorable mention trophy, & class picture(s)
___ OPTION 6:	Sell \$450 or more of ads	<u>Receive:</u> Free 8X10 picture in recital book with a 'special message' under picture to student, class picture(s) , & ad runner up trophy, & PRIORITY RESERVED SEATING at the Recital (4 Seats)

The student selling the most ads of at least:

___ OPTION 7:	\$1000 or more	<u>Receive:</u> 3 rd Place Large Ad Winner Trophy, Group picture of Top Ad Winners on Inside Cover or Recital Book, Two 8X10 black & White page with 5 pictures in revue book, & Priority Reserved Seating at the Recital (6 Seats)
___ OPTION 8:	\$1250 or more	<u>Receive:</u> 2 nd Place 2 ½ Foot Tall Ad Winner Trophy, Group picture of Top Ad Winners on Inside Cover or Recital Book, Two 8X10 black & White page with 5 pictures in revue book, & Priority Reserved Seating at the Recital (6 Seats)
___ OPTION 9:	\$1500 or more	<u>Receive:</u> 2011-2012 COVER GIRL & 1 st Place 4 Foot Ad Winner Trophy, Picture on Front Cover of Recital book, Picture on 1 st page of Recital book introducing her, Group picture of Top Ad Winners On Inside Cover of recital book, Two 8X10 black and white Pages with 5 pictures in recital book, Photo Session with Professional photographer, Her picture on her full page ads, Introduction & 'Featured role' in recital with custom Media Presentation Slide Show, Flowers presented onstage, Priority Reserved Seating at Recital (8 Seats) [Front Cover is limited to Siblings only]

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 text in them unless the picture is an 8X10 whole page picture. ** 8X10 pictures may have a 'special message' of up to four lines below them to the student in the picture. The special message 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 a special message.

- **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 options. 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 \$325 of ads or more, your child will also receive a trophy onstage!

- **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 OR A BUY A PICTURE?**

Participation in the ad contest is optional. If opting not to sell ads, you may purchase a picture in the recital book. However, you are not required to purchase a picture in the book. Students not purchasing a picture in the recital book or selling the specified dollar amount of ads to acquire a free picture in the recital book, will not be included in class group pictures.

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

All ads are due NO LATER than March 1st. The Cover Girl will be announced on Thursday, 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.

Step 3: Combine all checks and cash collected for sold ads. TURN IN EITHER 1 CHECK MADE TO 'CASH' OR A SEALED ENVELOPE WITH CASH FOR THE TOTAL OF ADS SOLD TO ELITE DANCE. (Checks collected from a business may be made to Elite Dance.)

** 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 family 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.

- **AD PRICE BREAK DOWN**

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

Please note:

\$5.00 ads may only contain the following:

Child's Name: (Ex: Ellie Arnold)
From:
Person giving ad: (Ex: Mom & Dad)

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: _____

If purchasing an 8X10 photo OR the sum of your ads equal \$450 or more, please include your special message below:

Photo Size: _____

Grand Total: _____

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