

## **How To: CHRISTMAS AND POPS CONCERT ADVERTISING**

**Objective:** To present a local mercantile with an inexpensive and local targeted advertising opportunity.

This is not high pressure sales, it is just an opportunity that a store owner may be interested in. But if we don't ask, they will never know.

Advertise in Christmas and Pops concerts for a reduced price for the combination.

**How:** Tell them who you are, who NSCB is, and that we have advertising in our concert programs they may be interested in taking advantage of.

Give them the ad letter with pricing.

Present it as a local market opportunity for visibility of their store. Our audience is from this area.

They may decline, that's fine, leave the materials for them to consider. Write your name and contact info on the ad letter in case they have more questions or change their mind; they now have a face to connect with NSCB (you).

Talk to local haircut / salons, oil change, liquor, restaurants, repair, stores; any place you frequent in the northern suburbs.

**NSCB:** Approximately 65 member wind ensemble that has been bringing music to the northern suburbs for over 30 years. We have about 1250 people at the Christmas concert and around 300 people at the Pops concert; both in Andover. Our audience is from all over the northern suburbs.

**Why:** This is a targeted local market. Our programs typically go home with the audience and will be seen again after the concert is over. It supports the band and gets visibility for the store.

FAQ:

- We are a non-profit 501(c)3 organization.
  - The advertising is not tax deductible as a donation, they are receiving a benefit.
- We are completely self-funded with dues, concert tickets, donations and advertising sales (no funding from any governmental organization).
- Need their ad info and payment by November 24, 2017 (see ad letter)