

2018 WGBA PROGRAM AD BOOK FUNDRAISER

WHAT IS THE PROGRAM BOOK?

Program Books are given to each gymnast's family **and** sold at our *Land of Oz Meet in February*. The book contains ads that are sold to raise funds for the girls' meet fees, competitive apparel and travel expenses.

TELL ME ABOUT LAND OF OZ:

Land of Oz is February 16-18, 2018 at Century II. Thousands of people attend.

HOW DOES THIS HELP ME? ***This is your biggest moneymaker of the year!***

- **70% of the cost of the ad goes into your daughter's account**
- 20% goes to printing fees and 10% to the general WGBA fund

WGBA payments (for meet fees, leos, etc.) are taken directly out of your daughter's account, so having this money in your account means you can pay these fees with your ad book proceeds.

WHO SHOULD I SELL ADS TO?

Start with your dentist, doctor, bank, insurance company, restaurant, lawn service, etc. Ask family members or anyone else who might be willing to support the team and your daughter. Take a copy of last year's ad book with you as an example.

Remember – these ads benefit the business! Encourage them to offer a “gymnastics special.” Tell them thousands of people see these books!

IS THERE ANY BUSINESS I SHOULD AVOID?

Please see the list on the back that shows ads sold last year by other girls. **You may NOT sell an ad that someone else sold last year.** If you do, the gymnast who sold the ad last year will get the ad credit in her account.

PROCEDURE:

Please turn in ads as you sell them. Don't hold them until the deadline.

- **Digital files are preferred in .jpg or .pdf format.**
 - ✓ Ads prepared on the computer, and printer ready artwork from the advertiser work best.
 - ✓ Ad must be in its completed form. The file must be 300 dpi.
 - ✓ Size info is on the ad form.
 - ✓ Your advertiser (or you) must send the ad electronically to **Justine Nightingale at jnightingale@cox.net.**
- **PLEASE include your payment with an order form that is completely filled out!** We need to know who sold the ad. Checks should be made to WGBA (Wichita Gymnastics Booster Association). Prices are included on the order forms.
- **WHEN SUBMITTING AN ELECTRONIC AD: Place order form and check together and give to the front desk.** Email ad to jnightingale@cox.net with the gymnasts name in the subject line.
- **IF SUBMITTING A HARD COPY AD (not recommended): Place ad, order form, & check together in the box marked ADS in the gym.** DO NOT write on the ad, fold it or staple it. **Scanner ready artwork is accepted but not preferred.** If providing a paper copy: provide **original** print if possible, not a photocopy or inkjet print.
- **Back Cover, Front Inside Cover & Back Inside Cover are on a first paid basis.** If you are selling one of these, **and you have the paperwork in hand, please give Justine a call to confirm you are the first to sell it.** Please make sure your businesses know this up front. Find out what their second choice is in case the cover they want is already sold. **These three covers are printed in color.** Businesses who purchased covers in 2017 also have first right of refusal.

SALES TIP:

This book benefits the business because they are featured in a professionally printed bound book (around 40 pages) that is seen by thousands of people at the meet and throughout the year in the WGC lobby!

**DEADLINE:
January 10, 2018**

SPECIAL BONUS!

- People may purchase a digital ad for \$25 **with the purchase of a print ad.** These run on the scoreboards at the meet.

GUIDE AND TIMETABLE:

September, October, November and December

- Make a list of businesses or people you can sell ads to. Call and set up appointments to sell the ad. Start selling! Get your gymnast involved!
- Turn in ads to the gym. Take an ad book from last year with you to show the advertiser. It may take big businesses 4-6 weeks to get approval - ask NOW!
- A \$25 booster ad is a great way to support your gymnast if they don't want to spend a lot of money.
- Contact more people and follow up with others.
- Get school picture of your gymnast and send photo and gymnast bio to Justine.
- Pick up ad forms and checks. Turn ads already sold in!
- Turn in Meet our Girls bio & picture on **December 18**. If you don't have a school picture, you can turn in another small picture.

January

- **ADS DUE January 10 at the LATEST - please turn in any remaining ads/money.**

February

- Please send a THANK YOU NOTE and a Program Book to your ad sponsors! This helps sell the ad again next year.

THESE ADS ARE UNAVAILABLE:

Advanced Physical Therapy
American Family Insurance -
Jerrod Crawford
Amy Cline
Angela Fleming
Attitudes
Best Western
Better Homes - Mansaw
Bradley Fair
Cocoa Dolce
Collingsworth, Angie (Disney)
Connie's Cookies
Dr. Viner
Eugenie Stevens
Fellows Electric
Freddy's
Fundamental Fitness

Givens Carpet Cleaning
Great American Flooring
Heartstone
ICT Muscle and Joint Clinic
Johnsons Garden Center
Kansas Body Works
KMD
Leeker Family Foods
MBC Consignment
Meineke
Meschke DDS
PF Changs
Pink Saloon
Pistotnik Law
Printing Inc.
R2 Dentistry
Scholfield Honda
Shelter Insurance

Sigma Gamma Rho Sorority
Smith Orthodontics
Starting Block
Stephenson Law Office
Sturdy Built
Telluride Festival of Cars
Trendy Tots
Trimmell and Anders
Orthodontics
Trios
T-Shirt Fairy
Wichita Art Museum
Wichita Ice Center
Wichita Pediatric Dentistry
(Iseman)
Wings of the Wind Kites and
Toys