

SAMPLE TEXT FOR PIONEER THEATRE GUILD AD SALES

SUBJECT: Pioneer High School Theatre Guild (PTG) Program Ad (2018-19 Season) – **AD SALES DEADLINE 1/8/2019**

Hello NAME,

My name is NAME. My son/daughter/child is a member of the Pioneer High School Theatre Guild (PTG).

The 2018-19 season kicked off with *Roald Dahl's Willy Wonka*. This winter, *Future Stars* will showcase our area's most talented youth, and we will offer William Shakespeare's mischievous comedy *A Midsummer Night's Dream*. Spring will feature a rousing look at performing arts in a New York high school in *Fame The Musical*. The season will wrap up with the *Student Productions*, which are written, directed, and performed by students.

As a member of the PTG Booster Club, I am helping with fundraising for this season. One of the greatest sources of support for PTG shows is ad sales revenue for the production programs. I am contacting you to see if you are interested in purchasing an ad for our programs.

If you purchase an ad now, it will run in the remaining four programs, starting with *Future Stars*, for the productions described above. We know that thousands of people attend PTG productions—that's great visibility for you and your business. Also, just so you know, 99 percent of ad sales revenue goes directly to support the productions—costumes, sets, etc. By purchasing an ad, you will have a direct impact on the students and help support great productions that will be memorable experiences for everyone involved.

Here is a link to the ad sales page on the Booster Club's web site; the ad contract is available here: <http://www.ptgboosterclub.org/ads>.

Please let me know if you have any questions. I am happy to walk you through the process. You may reach me at CONTACT INFORMATION.

Thank you for your consideration and support!

Sincerely,
NAME