



## Co-op Commitment Information Sheet & Instructions

**Co-op Commitment:** ENCORE is, and always has been a cooperative program. We encourage all members of our families to be very involved at all levels. In the past we have required ad sales and a costume fee to help cover the cost of cleaning, repair and replacement of our rental costumes in a collaborative effort. We have replaced those individual fees with a **Co-op Commitment** in an attempt to help defray the cost to our families.

The Co-op commitment consists of 2 components:

The **Volunteer Component** where every family is required to do 3 "jobs" before and/or during Tech Week. Some are large and some are small and you can choose what level you are able to fulfill.

The **Financial Component** is \$100 per cast member (\$200 max per family) that helps us meet our extra financial commitments to this show. You have 2 ways to meet this commitment by **October 20, 2018**.

1. You can simply pay it by the due date. There is no ad that comes with this payment.
2. You can sell an ad in our program to a person or business, 1/2 page ads are \$100 and full page ads are \$200. (Color covers are available at a higher price). All artwork and payment must be submitted by the **October 20, 2018** deadline. Please submit ads in **.jpg or .pdf format** to [Ads@EncoreSouthBay.org](mailto:Ads@EncoreSouthBay.org).

### Tips on selling ads:

Start by making a list of businesses that you support (i.e. **pediatricians, dentists, restaurants, hair/nail salons, dry cleaners, pet stores, dance studios, churches, gyms, home businesses, Realtors®** etc.). Then go to these businesses and ask them if they would like to place an ad in the program. Make sure you emphasize that their ad will expose them to approximately **2000 potential customers!** After you sell an ad, please make sure to give the business a big thank you from ENCORE and the receipt below.

#### **Two more great ideas!**

- 1) Have your older children ask the proprietor to buy an ad. This is a great experience for them and it is much harder for an adult to say no to your darling children!
- 2) Take a program with you from a previous ENCORE production when you are soliciting to show them the quality.

If you choose option 2 below is a chart showing ad sizes available and the cost per ad. The finished program size will be 8.5”h x 5.5”w.

<u>Size</u>	<u>Cost</u>
Back cover* (8.5”h x 5.5”w) (Full color, Full bleed)	\$350
Inside front or back cover* (8.5” h x 5.5”w) (Black and White, Full bleed)	\$275
Full Page (4.5”w x 7.5”h) (Black and White)	\$200
Half Page (4.5”w x 3.5”h) (Black and White)	\$100

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### *Receipt for Donation or Ad Sale*

Please submit ads in **.jpg or .pdf format** to [Ads@EncoreSouthBay.org](mailto:Ads@EncoreSouthBay.org)

Date: \_\_\_\_\_ Receipt for:       Donation       Ad Purchase\*

Amount paid: \_\_\_\_\_ Check #: \_\_\_\_\_ \* Size of ad (if applicable): \_\_\_\_\_

*Thank you for your support!*



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[www.EncoreSouthBay.org](http://www.EncoreSouthBay.org)

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