

WGBA PROGRAM AD BOOK FUNDRAISER

WHAT IS THE PROGRAM BOOK?

The Program Books are sold at our *Land of Oz Meet in February*. The book will contain ads that are sold to raise funds for the girls' meet fees and travel expenses.

TELL ME ABOUT LAND OF OZ:

Land of Oz, with gymnasts from all over the nation, will be held February 17-19, 2012 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 will go into your daughter's account. 20% goes to printing fees, and 10% to the general fund. WGBA payments (for meet fees, leos, etc.) will be taken directly out of your daughter's account.

WHO CAN SELL ADS?

This fundraiser benefits WGBA members, however anyone may sell an ad to support the WGBA general fund.

WHO SHOULD I SELL ADS TO?

Most people start with businesses that they use (dentist, doctor, bank, insurance company, restaurant, lawn service, etc.). Many people also go to family members who might be willing to support their daughter, or anyone else they think might be willing to support the team. Take a copy of last year's ad book with you as an example.

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 that sold the ad last year will get the ad. If you did not sell the ad *last year*, you do not have exclusive rights to it. *Exception:* There is a list provided of "Ads That Have Become Available" - you may sign up for one on the attached list by calling Justine: ads are available on a first come first serve basis.

WHAT IF I RUN OUT OF AD FORMS?

You may go to the website at www.wichitagym.com, click on the forms tab in the upper right-hand corner, then click on the *Land of Oz 2012 Program Ad Form*, and print as many copies as you like. You may also make copies of the included form.

PROCEDURE:

Please turn in ads as you sell them, and don't hold them until the deadline.

- **Digital files are preferred in .jpg format.** Ads that you have prepared on your own computer, and printer ready artwork from the advertiser work best. The ad should be in its completed form. The digital picture file must be of appropriate size for final print size (300 dpi). For example, if the final print size is to be 3" X 5", the file size should be *at least* 3"(300ppi) X 5"(300ppi) = 900 pixels X 1500 pixels. Your advertiser (or you) should send the ad electronically to **Justine Nightingale at jnightingale@cox.net**. Advertiser may also provide the ad on a CD/thumb drive.
- **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 payable to WGBA (Wichita Gymnastics Booster Association). Prices are included on the order forms.
- **IF SUBMITTING AN ELECTRONIC AD: Place order form, & check together in the box marked ADS in the gym.** Email ad to jnightingale@cox.net with the gymnasts name in the subject line.
- **IF SUBMITTING A HARD COPY AD: Place ad, order form, & check together in the box marked ADS in the gym.** Please don't write on the ad, fold it or staple it. Please note: **Scanner ready artwork will be accepted**, but is **NOT** preferred. If providing a paper copy: provide **original** print if possible, not a photocopy or inkjet print. Please don't write on the ad, fold it or staple it.
- **Back Cover, Front Inside Cover & Back Inside Cover** are on a first come-first serve (**first paid**) basis. If you've sold 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. You may want to find out what their second choice is in case the cover they want is already sold. This is a good way to get your business to respond quickly. We'll post a message in the gym when these covers are sold.

QUESTIONS:

If you have questions or need ideas on how to get started - contact me!
Justine Nightingale
683-3566 or
jnightingale@cox.net

DEADLINE:
December 10, 2011

GUIDE AND TIMETABLE:

September

- 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 box marked ADS in 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.

October and November

- Contact more people and follow up with others.
- Get school picture of your gymnast.
- Pick up ad forms and checks. Turn ads already sold in!
- If you are having trouble with a business getting you their artwork or a check, give us a call - we may have a suggestion.

December

- Turn in Meet our Girls bio & picture on **December 10**. If you don't have a school picture, you can turn in another small picture.
ADS DUE December 10 - turn in any remaining ads/money.

February

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

THESE ADS ARE UNAVAILABLE:

Advantage Quality Cars
American Family/Tim Denk
Andover Chiropractic/Dr. Poe
A-OK
Attitudes
Bayliff Family
Belite Aircraft
Bell, Wardell and Patrice
Bicycle Exchange
Blair Doon Veterinary
Boynton Family Dental
Bracken Chiropractic
Bradley Fair
Britches and Lace Consignment
Brown, Eric
Calvary Baptist Church
Catholic Art and Gifts
Coleman, Keri
Collins, Ruby
Cramer, Dex/Judy
David and SueAnn Denney and Smiths
Dean, Douglas
Diggs, Dale and Cokie
Discount Glass and Mirror
Doyle, Kathy
Drake Family
Drs Roberts and Janasek
Farm Bureau, Doug Adams

Fazolis
Felipes
Finn Family
Freddy's
Gillig Family
Givens, Rev. Earl and Marsha
Goodman, Jerry and Carolyn
Grant, Lina
Great Clips
Harris, Virginia
Healthy Baby Boutique
Heartland Coin Gallery
Heartstone
Henwood, Dr. Jr.
Holmberg Wellness Group
Hot Deals on Wheels
Hutchins, Henrietta
Hyatt
Jabaras
K-9 Design Pet Grooming
Kansas Body Works
Kempski, James
Kevin Hutchins Agency
Linkhaus
Lucinda's
Lytton's
Mid America Orthopedics
Midwestern Research
Mrs. O'Leary's
Northrock Chiropractic

Paul Mitchell the School
Peniston Automotive
Pestrid
Riley, Janine
Rogers Insurance
Ryans Steakhouse
Salon Pryme
Sams
Scholfield, Sam and Amy
Scrap Funatic
Scrapbook Garden
Service Master
Shanklin Family
Shiblom, Larry and Joy
Sienna Plaza
Smashburger
Smileyberg Transmissions
Smith, Janice
Sola Salon Studios
Stevens, Eugenie
Stumps, Roger & Diana
Sweet Cheeks
Timber Creek Hobbies
Todds Lawn Service
Tom & Cathy Snodgrass
Tree Top
Trendy Tots
Trio's
Troilo, Tom
TShirt Fairy/Spectrum

Tsunami
Turpin, Corbin
Turpin, Megan
USD 260 Maintenance Dept.
Usher, Altheriz
Wallace, Kelly
Watsons
Wes Sawyer Agency
White, Augusta
Wichita Aqua Shocks
Wilbeck Chiropractic
Zach Turner
Zarich, Mark and Robyn
Zollinger Chiropractic

THE FOLLOWING ADS ARE AVAILABLE:

If you would like to sell one of these ads, you may call Justine at 683-3566. Ads will be given on a first come first serve basis. Thanks!

Andover Chiropractic
Hullings Orthodontics
Orthopaedic and Sports Medicine
Smileyberg Transmissions
Starting Block

