



2023 Recital Book Ad Sales Information Packet

Creative Dance Studio's 33rd annual recital will be held May 19th and 20th, 2023 at the Northshore Harbor Center. As part of this event, Creative Dance Studio creates a beautiful keepsake book. With three performances and over 3000 friends and family members in attendance from our local communities, this is a wonderful opportunity to congratulate your dancer or advertise your business. Each family who purchases a picture in the recital book (any size) will receive one complimentary recital book.

*****Recital Book Ads*****

MUST BE TURNED IN BY:

Saturday, February 25, 2023 by 10:00 a.m.

*****Recital Book Picture Orders*****

MUST BE TURNED IN BY:

Thursday, March 16, 2023

*Additional fees will apply to Recital Book Picture orders made after this date.

See Recital Book Picture order form for details.

PICTURE WEEK is March 20-25, 2023

During picture week, your dancer will take group and individual (optional) pictures for the recital book. The schedule for picture week will be sent out at a later date, along with information regarding individual picture purchases from the photographer.

There are two ways to participate in the Recital Book:

1. Students may opt to purchase an individual picture in the book (this option does not require you to sell ads). Simply pick up and complete the "Recital Book Picture Order Form".
2. Students may sell ads to businesses/family/friends to earn their picture in the recital book. The top seller with at least \$3,000 in ads will be our 2023 Cover Girl!

Ad Sale Prices

(Due February 25th by 10:00 a.m.)

All ads will be printed in black and white.

~ Full page portrait ad \$200.00 ~ 1/4 page portrait ad \$70.00
~ 1/2 page landscape ad \$140.00 ~ 1/12 page landscape ad (business card) \$30.00

- **Students selling \$200.00 in ads will earn a 1/4 page picture.**
- **Students selling \$300.00 in ads will earn a single picture page.**
- **Students selling \$400.00 in ads will earn a multi picture page.**

*****Cover Girl Ad Contest*****

- In order to qualify for/win the Cover Girl title, the dancer must sell a **minimum** of \$3,000 in ads.
- In order to qualify for 2nd place, dancer must sell a *minimum* of \$2,500 in ads.
- In order to qualify for 3rd place, dancer must sell a *minimum* of \$2,000 in ads.

The COVER GIRL will receive:

- 1) Full page color individual picture on the front cover of the recital book as designed by the studio
- 2) Full page group picture with all of the ad winners
- 3) Full page color individual picture
- 4) Free recital fee
- 5) Tuition credit **up to \$500 value** for August 2023 - May 2024 for one family member only; non-transferable and non-refundable
- 6) Trophy presented on stage
- 7) Feature performance in a special dance (Costume not included)
- 8) Reserved recital seating up to 8 seats for the show of their primary dance class.
- 9) Five additional recital tickets
- 10) 6 Recital books

The 2nd place ad winner will receive:

- 1) Full page color individual picture on the back cover of the recital book as designed by the studio
- 2) Full page group picture with all of the ad winners
- 3) Full page color individual picture
- 4) Free recital fee
- 5) Trophy presented on stage
- 6) Reserved recital seating up to 4 seats for the show of their primary dance class.
- 7) Three additional recital tickets
- 8) Recital books

The 3rd place ad winner will receive:

- 1) Full page group picture with all ad winners
- 2) Full page color individual picture
- 3) ½ off recital fee
- 4) Trophy presented on stage
- 5) 2 Recital books

GUIDELINES FOR AD SALES

The deadline to turn in ads for the recital book is Saturday, February 25, 2023 by 10:00 a.m. There will be **no exceptions or extensions** for those running for Cover Girl.

All ads should be typed or clearly hand written and must fit within range of the appropriate ad size being purchased. Please DO NOT staple or tape any clip art, business cards, or letterhead to the ad cover sheet. You may use paper clips. No pictures of dancers are allowed in the ads. Printed, preset graphics on business cards, professionally set and published ads, or emailed ads with a preset graphic are acceptable. Emailed ads can be sent to office@creativedanceslidell.com. **Please indicate dancer's name and ad size in the email. Be sure that the ad is in landscape for half page and 1/12 page ads, and in portrait for full and 1/4 page ads.** Alternatively, using your text, our graphic designer can choose all graphics and artwork for you according to our recital book theme.

Once you have your ads complete, please make sure they are all listed on the ad cover sheet. Turn in to the office in a **9x12 envelope** labeled with your **dancer's name, class day and time, parents name and phone number on the front.** **CHECKS WILL ONLY BE ACCEPTED FROM BUSINESSES FOR ADS. ALL PAYMENTS FOR ADS PURCHASED BY YOUR FRIENDS/FAMILY MUST BE MADE IN CASH, OR ONE CREDIT/DEBIT CARD PAYMENT.**

Those running for **COVER GIRL** should make sure the ad cover sheet is complete. All ads will be verified prior to announcing a winner. Winners will be announced on our CDS Facebook and Instagram pages. Families who wish to run for the Ad contest should make sure their financial obligations (tuition, costumes, late fees, etc.) are up to date prior to submitting their packages. **Those with past due balances will be disqualified.**

We **SINCERELY** thank all of those parents that take the **TIME, ENERGY, and EFFORT** to participate in the Ad Contest. Through the sales of the ad contest, we are able to provide a beautiful recital book, which makes a wonderful keepsake for our dancers.

The deadline to turn in Ad Packets to participate in the running of Cover Girl is no later than Saturday, February 25, 2023, by 10:00 am in the Studio Office.



2023 Recital Book
Advertisement Receipt

*(This is to be given to any advertiser requesting a receipt.
Do not turn in to the studio office.)*

Dear Advertiser,

Thank you for choosing to advertise with Creative Dance. All purchased ads will be printed in our annual recital book. The book will be available at our 3 recitals, which will be held May 19th & 20th, 2023. Our recital book is marketed to a targeted audience of over 3,000 people each year during our recitals.

Please note: You may write anything you wish to the student participating in the recital. No pictures of dancers are allowed in the ads. Printed, preset graphics on business cards, professionally set and published ads, or emailed ads with a preset graphic are acceptable. Emailed ads can be sent to office@creativedanceslidell.com. Please indicate dancer's name and ad size in the email. Alternatively, our graphic designer can choose all graphics and artwork for you according to our recital book theme.

Received from: _____

Dollar Amount: _____

Size of Advertisement: _____

Method of Payment: _____ Cash
 _____ Check
 _____ Credit Card

Thank you for your advertisement in our 2023 Recital Book! Your advertisements help young people pursue their dreams of dance! We appreciate your support!

2023 Recital Book Picture Order Form

Recital book picture orders are due by
Thursday, March 16, 2023

CASH, DEBIT, OR CREDIT CARD PAYMENTS ONLY!

FOR OFFICE USE ONLY

Date: _____

Paid \$ _____

Cash__ Credit Card__

By: _____

**A \$15.00 late Fee will be added to recital book pictures ordered after March 16th.*

Dancer: _____

PLEASE PRINT CLEARLY (This is what will be used in the recital book.)

Parent: _____ Cell# _____

Class Day/Time: _____

ALL PICTURE OPTIONS ARE IN COLOR!

_____ Multi-Picture Full Page \$225.00

-includes one full page picture and 2 small pictures

_____ Single Picture Full Page \$175.00

-includes one full page picture

_____ 1/4 Page Picture \$75.00 (\$20 for each additional friend)

-includes one 1/4 page picture