

FUNDRAISING: ICC Ad Sales

May 2018

It is now time to start thinking about ICC's premier fundraising opportunity: ad sales for the 2018-19 season program brochure.

We consider this our #1 fundraiser. Singers can earn handsome profits by soliciting ads from area businesses. Plus, the more ads you sell, the bigger the percentage of profit you receive.

For example, if you sell a ¼ page ad for \$250, you get 50% = \$125

If you sell a ½ page ad for \$550, you get 50% = \$225

If you sell a full page ad for \$1000, you get 60% = \$600

And if you sell a combination of ads which equal \$750 or more, you get 60% of all ads sold!

This year we had a tie for top sales: a Bel Canto singer sold ads to 3 businesses and earned \$810 for her tour account; a Cantantes Angeli singer sold ads to 6 businesses, also earning \$810 for her tour account!

Local businesses are eager to support the ICC and have their companies represented in our season program brochure. Just think about the various shops and services your family comes into contact with on a regular basis – the family dentist, dry cleaners, realtors, car dealerships, insurance or accounting services, jewelers, etc.

ICC is happy to provide you with copies of the actual brochure to use in your sales pitch. And here is the best part: singers who successfully solicit ads from a business have the right to reserve that company in the years to follow for ad renewal. Ad renewal is quick and easy, giving your singer almost instant revenue simply by re-contacting the business and providing the updated contract.

There is no better time than now to jumpstart your fundraising and earn real money for your tour account. Please click the link below for more details and the advertising packet and contract.

For questions, please contact Dianne Beardsley, 317-940-9640, dbeardsl@icchoir.org