

# Musique Sur La Mer



## TENTH ANNIVERSARY AD BOOK FUND-RAISER

2011-12 represents the tenth anniversary concert season of the Musique Sur La Mer Youth Symphony Orchestra and Honors Chamber Orchestra. This is a very special year for this orchestra and many concerts and special events are planned to celebrate this momentous occasion. This is a great opportunity for the MSLMYSO Parents' Action Committee and Guild to join forces and raise the much needed funds that will enable this fine group of musicians to flourish. This handout is designed to let you know how this program will work.

### How it Works

Musique Sur La Mer members go out to area businesses, friends and families and ask them to advertise in our Tenth Anniversary Program/Ad book. program, This book will be handed out at all of our local concerts, as well as at our Gala Benefit concert taking place on May 6, 2012. These books will also be handed out at local businesses and will potentially seen by thousands of people.

Prices for each are listed below:

### Costs of Ads –

Full Page Ad: \$500      Half Page Ad: \$275      Quarter Page \$150      Business Card: \$80  
1 line tribute: 45 characters \$20      Back Cover \$2000      Inside Back Cover \$1500      Inside Front Cover \$1500

Ad forms & money should be placed in an envelope and turned in as you receive them. Place your completed forms with money into the GUILD BOX which will be available at all rehearsal or mail it to MSLMYSO AD – Attn: Sudock - - 404 Purdue Circle, Seal Beach, CA 90740. We can keep track of ads and you will get credited for the sale sooner. If you are handed paper copies of ads try to keep them clean, so they will copy nicely. If the customer wants to email their “ready to print” ad, have them send it to: [mslmyso@yahoo.com](mailto:mslmyso@yahoo.com)

We cannot create or design “custom ads”. We need either a “ready to copy” paper version or a “ready to print” electronic version of the ad (electronic is preferred for better ad quality). Please note that ads for the Ad book are photocopied in black and white.

### Sales \$ Distribution – 25% student – 10% Youth Center – 65% MSLMYSO Operations

25% of each ad sold will go into the students' orchestra account used to pay for trips and other activities 10% will go to the Youth Center to defray the cost of our using the room for rehearsals, for the use of the paper and photocopier and insurance. 65% will go into our general funds account that pays for scholarships, sheet music, advertising, salaries, events, concert venues. Ex: One full page business ad will put \$125 in your students MSLMYSO orchestra account! You can choose to use this account toward travel, formalwear or net year's tuition! (If you sell 10 full page business ads you will have \$1250 in YOUR account!)

**Length of Fundraiser** The fundraiser will end on DECEMBER 4, 2011. All ads & money must be turned in by said date.

### SALES TIPS

When you go into an area business, make sure to mention the following things:

1. Tell them that The Musique Sur La Mer Youth Symphony Orchestra is celebrating their tenth anniversary as the honors orchestra of West Orange County and the Greater long Beach areas and we are selling advertisements as a FUNDRAISER. Make sure they know that by buying an ad and that they are helping to support the young musicians of Musique Sur La Mer.
2. The ads will be seen by a large number of local people. The book will be handed out at our TWO Christmas concerts, our February Romance Concert, Spring Concert, Season Finale'and at our Gala Benefit concert plus many local businesses will be handing out these books as a goodwill gesture to both MSLMYSO and the community.
3. Thank you for supporting the Musique Sur La Mer Youth Symphony Orchestra and Seal Beach Honors Chamber Orchestra

# Musique Sur La Mer



## Tenth Anniversary Program - Ad Book Sales Form

This booklet will be handed out at our two Christmas Concerts (Dec. 18 & 19), our Romance Concert (Feb. 17), our Spring Concert (April 22<sup>nd</sup>), Youth Center Season Finale (April 25) and Gala Benefit Concert on May 6<sup>th</sup>.

It will also be available as a hand out at many of our local businesses and at many of our local schools.

Business Name: \_\_\_\_\_

Phone Number/Contact Name: \_\_\_\_\_

Email Address \_\_\_\_\_

- Ad Size (Please check) \_\_\_\_\_ Full Page \$500      8" x 10½"  
\_\_\_\_\_ Half Page \$275      5" x 8"  
\_\_\_\_\_ Quarter Page \$150      4" x 5"  
\_\_\_\_\_ Eighth Page \$ 80      2" x 3½"  
\_\_\_\_\_ One Line Tribute      1 line/45 characters  
\_\_\_\_\_ BACK COVER \$2000 (check on availability)  
\_\_\_\_\_ INSIDE BACK COVER \$1500 (check on availability)  
\_\_\_\_\_ INSIDE FRONT COVER \$1500 (check on availability)

Format (Please check one)

- \_\_\_\_\_ Will email ready to print ad to: **mslmyso@yahoo.com**  
\_\_\_\_\_ Paper copy provided

Special Comments about Ad:

\_\_\_\_\_

Student Seller: \_\_\_\_\_

Cash or check payable to: THE YOUTH CENTER

Memo area note: MSLMYSO ad book

Contact: \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_ if you have any questions.

Please note:

1. We cannot create or design "custom ads". We need either a "ready to copy" paper version or a "ready to print" electronic version of the ad (electronic is preferred for better ad quality).
2. The Program/Ad Book is photocopied in B&W

DEADLINE: SUNDAY, DECEMBER 4, 2011

*Thank you for supporting the Musique Sur La Mer Youth Symphony Orchestra!*