

July 1, 2024

# Ad Campaign



Dear Parents,

This packet contains information about one of our major fundraisers, the ad campaign for the souvenir program of *Beauty and the Beast*. Our programs are a wonderful way to commemorate all the hard work your child has done these past few months and to look back on. Take a look at our samples and you will see that we have produced quality souvenir programs you will be proud to save as a memento for years to come.

Over the last five years, we have minimally raised our registration fees and our ad prices have remained unchanged. With a steady increase in most production expenses, our costs continue to rise and are at an all-time high this season. We are hoping the ad campaign will help to provide some assistance with our production costs.

We know between the See's candy sales, the ad campaign, and other fundraisers it may seem like we are asking for a lot. However, please keep in mind most other organizations have mandatory fundraisers. We have chosen not to do this. Instead, we offer many options in the hopes you will find one that works for you. While we of course encourage your participation, it is on a voluntary basis. We offer this as a way to promote your business or give a shout out to your "star".

In this packet, you will find a letter from the director for you to take to friends and businesses that explains about our beautiful souvenir program and the many ways they can advertise their businesses! We have also included a signature page. This is a very easy and fun way to participate in the ad campaign. It's similar to a jog-a-thon. Collect sponsor signatures at \$3.00 each and when you have the entire page filled, you turn in the page along with the \$150.00 you collected. We're also asking that you give us a picture of yourself so everyone who sponsored you can see how terrific you look on the page with their names below. Remember, selling ads and getting signatures is easy – just ask where you do your regular business. Many businesses will be happy to support the arts and see their business advertised in our beautiful program.

**Purchase \$150 worth in ads, signatures pages, stars and tributes and receive a FREE color souvenir program!**

If you have any questions or need more information, feel free to contact us either by e-mail or at a rehearsal.

Sincerely,  
Ad Campaign Committee

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**METROPOLITAN EDUCATIONAL THEATRE NETWORK/ MET2**

**District Office:** 15717 Texaco Avenue, Paramount, CA 90723

**Voicemail:** 1-800-961-0194 **Website:** MET2.org

**Email:** Met2adcampaign@gmail.com

**Ad Campaign DEADLINE- JULY 14**

# Samples

## Signature Page

## Tributes



Hi, my name is Jeremiah Gonzalez. I love to sing and act. The theatre group I am part of, Metropolitan Educational Theatre Network, presents many productions such as The Sound of Music, Fiddler on the Roof, The Wizard of Oz, Bye Bye Birdie, Oliver, Grease, High School Musical On Stage, Big River, Beauty and the Beast, Annie, Jr., Seussical the Musical, Peter Pan, The Little Mermaid, Jr., The Music Man, and Joseph and the Amazing Technicolor Dreamcoat. It is a wonderful program. I have over 50 sponsors whose \$3.00 donation will help make our next production Shrek Jr. possible. Thank you for your support!



- |                                    |   |
|------------------------------------|---|
| Angel Gonzalez                     | Neck and Back Pain Relief- Dr. Kip Rode |
| Juan Duran                         | Penasquitos Barber Shop                 |
| QP Nails                           | Pet Hospital of Penasquitos             |
| Supercuts                          | Teri Adkins                             |
| Dirty Dogs and Meow                | April Lewis                             |
| Gamestop                           | Ray Ayala                               |
| Carmel Mountain Ranch Vet Hospital | Vincent Ayala                           |
| Ms. Kathy                          | Bernadette Brogan                       |
| Swift Repairs                      | The Courtyards                          |
| Salon Ardor                        | Carmel Mountain Dentistry               |
| Ms. Davis                          | Poway Vision Care                       |
| Animal Salon                       | Refined Lashes                          |
| Sonja Gonzalez                     | The Animal Keeper                       |
| Cho Chiropractic                   | Alchemy Hair Salon                      |
| BB Hair Art                        | Ines Simental                           |
| ABC Childrens Dentistry            | Jose Daniel Simental                    |
| Laura Gonzalez                     | Alanah Brogan                           |
| Raul Gonzalez                      | Jedidiah Brogan                         |
| Eyeworks Poway                     | Kayla Born                              |
| Poway Nail & Spa                   | Emma Born                               |
| Rita DiVerde                       | Lindsay & Rob Brosch                    |
| Postal Annex - Poway Road          | Sesame Donuts                           |
| Poway H2o                          | Sharkey's Cuts for Kids                 |
| Donut & Things                     | Kung Fu Tea                             |
| Bellus Academy                     | Baskin-Robbins                          |

## Stars



## Eighth Page



## Business Card



## Quarter Page



## Half Page





Dear Friends and Supporters of Young Artists:

Over the past few years we have been privileged to work with the finest in our community to help celebrate the creativity, joy, and exuberance of young performers. Many of these young actors have gone on to achieve the greatest success in professional theatre, film, and television and have gained entrance into some of the most prestigious university and conservatory training programs.

Alumni of our program include Adam Lambert, Nicholas Cage, Sophia Coppola, Wes Mann, and Tony Award nominee Derek Klena. Our students have appeared on Broadway and national tours such as *Miss Saigon*, *Beauty and the Beast*, *Grand Hotel*, *Les Miserables*, *Mary Poppins*, *Mamma Mia*, *Spamalot*, *Jersey Boys*, *Wicked*, *Moulin Rouge*, and *Jagged Little Pill*. We also have several alumni working behind the scenes throughout the entertainment industry as stage managers, writers, directors, arts administrators, designers, and executives.

We have played a major role in assisting our students to gain entry into such prestigious theatre and film schools such as UCLA, USC, Emerson, Duke, Northwestern, NYU, North Carolina School of the Arts, ACT, University of Arizona, Columbia, Fordham, UCSD, Comedia Del'Arte Conservatory, PCPA, Manhattan School of Music, New England Conservatory, Boston College, Aaron Copeland Conservatory, and Eastman School of Music.

You, our greatest supporters, have enabled us to help these gifted young artists. Through your generous advertisements and donations, we have been able to touch the lives of many of these young artists. Their success and artistic creativity will change the art world in the future. Their success has been possible through your kindness. If there are truly "angels" in the theatre, you certainly have the most angelic credentials.

Thank you for your support in the past and your continued generosity in support of these amazing young artists and their special gifts.

Sincerely,

Alison Bretches  
Artistic Director

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Full Page - \$200.00

Half Page - \$150.00

Quarter Page - \$75.00

Eighth Page - \$50.00

Business Card (Camera-Ready Only) - \$40.00 (**for Businesses ONLY**)

**PLEASE SUBMIT ART, ORIGINAL PHOTOS, AND CAMERA READY COPY**

**(If requested, photos, and artwork will be returned)**

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**Non-profit #33-0794860**

**Ad Campaign DEADLINE- JULY 14**

**Picture of Your Performer**

(Please do not paste, staple, tape or otherwise affix a photo to this location. The photo you submit will be scanned, cropped and/or resized to fit and placed here in the completed program.)

Hi, my name is \_\_\_\_\_. I love to sing and act. The theatre group I am part of, Metropolitan Educational Theatre Network, presents many productions such as *The Sound of Music*, *Fiddler on the Roof*, *The Wizard of Oz*, *Bye Bye Birdie*, *Oliver*, *Grease*, *High School Musical On Stage*, *Big River*, *Beauty and the Beast*, *Annie, Jr.*, *Seussical, the Musical*, *Peter Pan*, *The Little Mermaid, Jr.*, and *Joseph and the Amazing Technicolor Dreamcoat*. It is a wonderful program. Your \$3.00 donation will help make our next production *Beauty and the Beast* possible. When I get 50 sponsors, the names on this sheet will be typed and placed in our production program. Thank you for your support!

Please sponsor me and help support MET!

PLEASE PRINT CLEARLY! This page will be retyped for the program

1.	26.
2.	27.
3.	28.
4.	29.
5.	30.
6.	31.
7.	32.
8.	33.
9.	34.
10.	35.
11.	36.
12.	37.
13.	38.
14.	39.
15.	40.
16.	41.
17.	42.
18.	43.
19.	44.
20.	45.
21.	46.
22.	47.
23.	48.
24.	49.
25.	50.

Please note that this page cannot be modified. If you want to personalize your ad, please submit your request for a full page or other size ad.

Name to contact with questions: \_\_\_\_\_  
E-mail Address (one you check frequently): \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**NOTE: Please include a self-addressed/stamped envelope if you want your photos and/or artwork returned.**

**MET2 STAFF USE ONLY**

AMOUNT DUE: \$ \_\_\_\_\_ PAID Y  N  CK# \_\_\_\_\_ CC# \_\_\_\_\_ CASH \_\_\_\_\_

**Ad Campaign DEADLINE- JULY 14**



# Beauty and the Beast Tributes

Tribute Boxes are only \$15.00 and are a terrific way to make your dedication stand out.  
**Be sure to include the name or nickname of your cast member**

Tribute Text:	Graphic Number # _____
Tribute Text:	Graphic Number # _____
Tribute Text:	Graphic Number # _____



## Stars

Can't think of anything to say, but still want to see your child's name featured in the program? Buy a star! They're only \$10.00 each. Your child's name will be placed in the star and featured on our special "Page of Stars"!!

Please Note: Every cast member will be listed on the cast page, this is a way to feature your performer.

NAME TO BE PLACED IN STAR: \_\_\_\_\_ \*please print clearly

NAME TO BE PLACED IN STAR: \_\_\_\_\_ \*please print clearly

Cast Member Name: _____			
Name to contact with questions: _____			
E-mail Address (one you check frequently): _____			
Phone Number: _____			
<b>MET2 STAFF USE ONLY</b>			
AMOUNT DUE: \$ _____	PAID Y <input type="checkbox"/> N <input type="checkbox"/>	CK# _____	CC# _____ CASH _____

**Ad Campaign DEADLINE- JULY 14**

# Tribute Box Graphics

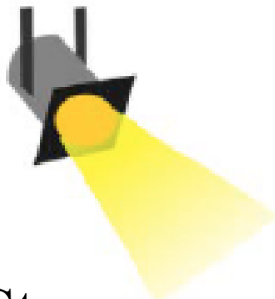
#1 Theatre Masks



#2 Musical Theatre



#3 Theatre Lights



#4 Broadway Stars



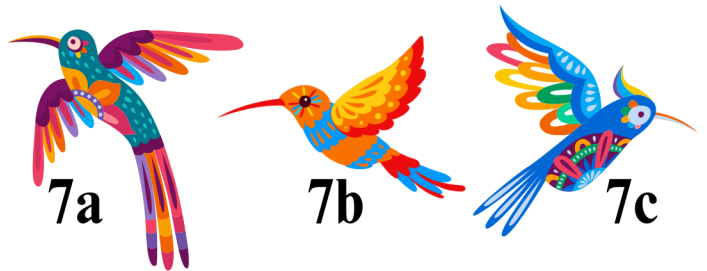
#5 Rose



#6 Spirit Mask



#7 Magic Birds ( 3 options)



#8 Beast's Castle



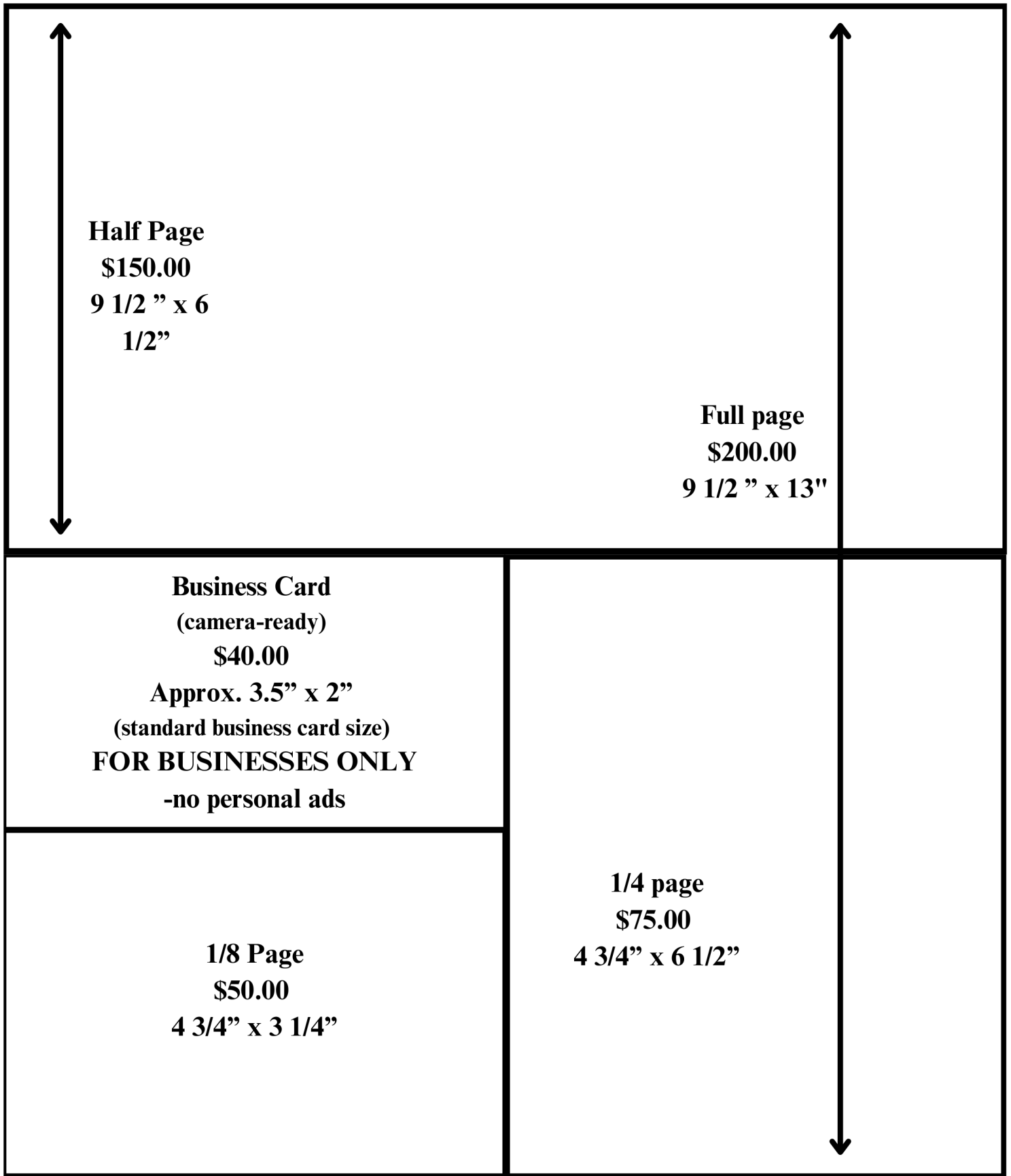
**Be sure to include your child's name/nickname as part of your text.**

Indicate the graphic number of your choice on your order form.

Graphics will be sized to fit the box and allow maximum space for text.

Text within the tribute box is proportional to the space available. The more words in the box, the smaller the font size.

# Ad Sizing



**Please do not staple or write on the ads you are submitting.**

**Ad Campaign DEADLINE- JULY 14**



# Beauty and the Beast

## Ad Campaign

Our Ad Campaign is once again the major fundraiser for *Beauty and the Beast*. We need your support. It's easy to sell ads to your local business owners/manager, friends, and relatives. Anyone with a business card or an idea can buy an ad. It is good exposure for the business (or you) and a great way to earn prizes for selling ads. If you need assistance, please call the voicemail or write to us at MET2AdCampaign@gmail.com **(NOTE NEW ADDRESS)**. **Deadline is July 14th.**

***WE ARE EXCITED TO ANNOUNCE THAT OUR PROGRAM IS PRINTED IN FULL COLOR. SO GO AHEAD WITH THOSE COLOR PICTURES AND FUN, COLORFUL GRAPHICS.***

We are strongly encouraging every performer in our group to sell a minimum of \$100.00 worth of ads. Attached you will find the price breakdown of ads, a letter to take to businesses, and examples from previous programs.

Please use the format below to turn in your ads so that you will get credit for your sales. List all of the information requested and make sure that you have the business card or ad.

**Businesses can do any size ad, however "Business Card" size ads are for businesses only.**

**If you would like a personal ad of a similar size, please use the 1/8 page size ad.**

**Please do not cut, staple or write on the ads you are submitting.**

Cast Member Name		Phone Number			
Advertisers Name		Phone Number			
Ad size (circle one)	Business Card	1/8 Page	1/4 Page	1/2 Page	Full Page
Special Requests (phone # change/ copy corrections, fun background, cool border, special font, etc) :					
Email address (please print clearly) in case designer needs to contact you					
Need help with layout/ideas? (circle one)				Y	N
Program designer reserves the right to adjust or modify all ads to fit space requested					
Do you want your original photos and/or artwork returned?				Y	N
(circle one) Ads and photos submitted on flash drives will not be returned unless requested					
<b>MET2 STAFF USE ONLY</b>					
AMOUNT DUE: \$ _____	PAID Y <input type="checkbox"/> N <input type="checkbox"/>	CK# _____	CC# _____	CASH _____	

**Remember that 100% of the dollars you raise for the ad campaign are added to your fundraising total for the MET Prizes**

**Ad Campaign DEADLINE- JULY 14**

## To obtain the best quality ads for the program, please do the following:

- Provide an **ORIGINAL** hard-copy or digital photo via flash drive or email. The better the original submission, the better it will look in the program. If you provide a poor quality original (something from a newspaper or other publication, or something from your own printer, etc.), we will do the best we can to improve it, but cannot be held responsible if it is not what you had in mind.
- **DO NOT CROP OR ALTER YOUR PHOTO IN ANY WAY.** If you want portions (other people, background, etc.) removed, please indicate how you want the final photo to appear in the program. Provide your telephone number and e-mail address so we can contact you with questions.
- **NEVER** place paper clips on the portion of the photo or ad to be scanned. This includes business cards. Paper clips can leave scratches and other marks that are difficult to remove. They may also do permanent damage to your original photo. Clip the photo to the back of the sheet, turn it face down on top, or enclose it in an envelope.
- Write your name on the back of the photo in **BALL POINT INK**. Gel pens and markers don't dry quickly enough on photo paper and will streak, smudge, or leave marks that can be transferred to the photo. **NOTE: Please include a self-addressed/stamped envelope if you want your photos and/or artwork returned.**
- If you want to submit a digital photo or create your own ad for submission, please provide a print out to ensure the ad received is the same as the one you want (quality doesn't matter, this is just for information purposes). To ensure your ad will fit the oversize program we print, please use the measurements indicated on the sample page\* and submit them in one of the following formats:
  - Any graphic format - .jpg, .bmp, .gif, .tif, .wmf, etc. The most common format is .jpg.
  - Adobe Acrobat documents (.pdf).
  - Microsoft Word documents (.doc or .docx).

If you have any questions, please contact Sara at [MET2AdCampaign@gmail.com](mailto:MET2AdCampaign@gmail.com) (**NOTE NEW ADDRESS**) (best method) or by email at [saragutierrezmet2@gmail.com](mailto:saragutierrezmet2@gmail.com)

*Electronic ads and digital photos should be e-mailed to [MET2AdCampaign@gmail.com](mailto:MET2AdCampaign@gmail.com)*

\*Half page ads are in “landscape” (wide) format and 1/4 page ads are in “portrait” (narrow) format. Ads submitted in a size that is different from those on the sample page, or in a format that is incompatible with the requested ad size will have to be resized, or recreated in order to make them fit in the program. This may cause stretching. We will do everything we can to prevent this from happening to your photos; however ads that cannot be resized will be placed in the program at the best size that fits in the ad space requested, even if the ad does not completely fit the space.

\*\*If you choose to submit your ad in MS Word, to ensure the ad looks the same as how it was created, please also provide a copy (digital or hard copy) of your photo.

PLEASE BE SURE TO PROVIDE A COPY OF ALL FONTS USED IN THE CREATION OF THE DOCUMENT. Using the font in your ad does not provide a copy of the font. If the font you use is not installed in the computer program used by the designer, it will not display correctly and will not look the way you want it to in the program.

If you have any questions, please contact Sara at [MET2AdCampaign@gmail.com](mailto:MET2AdCampaign@gmail.com) (NOTE NEW ADDRESS) (best method) or [saragutierrezmet2@gmail.com](mailto:saragutierrezmet2@gmail.com)