



"Making a better world through the gift of song and people"

Program Ad Sales

Goal: Each student sell \$125 worth of program ad sales by October 2nd.

The program book is a vital part of the overall success of the organization because it helps raise awareness of the organization and shows community support when we apply for grants that help offset the cost of tuition. Your referrals are very valuable to the entire organization!

Instructions:

1. **Use the provided materials to approach businesses or family members** and request that they support you and CoroRio through the purchase of an ad in our annual program book. (A business letter is also available on the website if you desire a more formal approach.) We have found it easier to be successful if you have a personal contact with the business you are approaching. Think of businesses that you frequently use- hair salons, vehicle repair shops, dance studios, churches, various repair shops, doctors, dentists, restaurants, etc. Also think of businesses that your friends and family own or manage. Cold calls are generally not as productive, but are always an option as well.
2. **Fill out an Ad Sales form for every ad.** BE SURE TO INCLUDE YOUR NAME AT THE BOTTOM OF EVERY FORM so that you get the appropriate referral discount.
3. **Fill out a business "Thank You" form for every ad.** Be sure to include your contact information at the bottom of the form and give it to the business representative you were working with.
4. **Return all your Ad Sales forms together,** along with the payment clipped to each form, to your choir manager no later than October 2nd.

Ad Referral Discount Program: The first ad turned in (any size except shout-outs) will earn a \$125 discount. For each ad following: \$50 for a ¼ page, \$100 for a ½ page, \$150 for a full page.



"Making a better world through the gift of song and people"

MidSouth Music Institute, Inc.

Joelle Norris, Executive Director

Info@cororio.org

www.CoroRio.org

901.461.4263

Dear Community Partner,

The MidSouth Music Institute, Inc. is a non-profit organization in North Mississippi that works with over 150 students ages 7-18, from public, private, parochial, and home schools to "make a better world through the gift of song and people." CoroRio is the youth choir division of MMI, which has students in 5 choirs who meet once a week to rehearse a variety of choral literature, learn basic vocal technique and music reading skills, as well as life skills in teamwork, discipline and leadership. In addition, the students participate in at least one community service project each semester as we strive to teach our children how to give back to their community. We have 5 conductors and 3 accompanists who work with these young people weekly and are supported by a community-minded Board of Directors who represent eclectic business backgrounds. We will present several concerts in the community throughout the year and will also present a season tour each summer to showcase the talent in our area. *Most recently, our choirs have had featured performances at St. Peter's Cathedral in the Vatican City, Notre Dame Cathedral in Paris, Segrada Familia in Barcelona, and Carnegie Hall in NYC!* This year, some of our students will be returning to Carnegie Hall, while the rest travel to Austria and Germany to explore some of the strongest roots of our musical heritage.

An organization such as this relies on community support to thrive. We need funding for organizational supplies, tuition assistance, tours, and instrumentalists for seasonal concerts. However, we do not want to place undue burden on our member's families or our community, so we have chosen to do only one organizational fundraiser per year, through our annual program book. As you will see from viewing last year's book, the annual program will have information about our organization, our students, our concerts, and our generous sponsors.

Would you consider partnering with us in our endeavor to change the lives of young people and their community through the gift of music? In addition to helping us reach our goals for the year, your program ad will:

- Be in the hands of over 5,000 people at performances and events throughout the year
- Help us defray our operating expenses, which in turn will allow us to give at least \$10,000 in merit and need based scholarships to deserving students.
- Show your support for the dedicated young singers of CoroRio.
- Encourage a quality arts education experience to last a lifetime.
- Support our local community by helping to provide positive, life changing instruction for our young people.

Please see the attached sales document for more detailed information. Thank you in advance for considering this partnership. We look forward to hearing from you.

Sincerely,

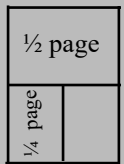
A handwritten signature in black ink that reads "Joelle M. Norris". The signature is written in a cursive, flowing style.

MidSouth Music Institute, INC.
CoroRio Annual Program Book Advertisements

RATES & SIZES

ALL PAGES ARE FULL COLOR, DIMENSIONS ARE WIDTH X HEIGHT

_____ ¼ page ad	\$125	2.75" x 4.25" (vertical)
_____ ½ page ad	\$200	5.5" x 4.25" (horizontal)
_____ Full page ad	\$315	5.5" x 8.5" (vertical)
_____ Full page inside cover	\$475	5.5" x 8.5"
_____ Full page back cover	\$630	5.5" x 8.5"
_____ Shout-Out (include text below)	\$25	single line
_____ Please design my ad	\$50 (add-on option- email instructions to cororio@gmail.com)	



Total Due: _____ (Checks to MidSouth Music Institute, Inc.)

Company: _____ Phone: _____

Address: _____

Contact Person: _____ Title: _____

Email Address: _____

Shout-Out Message: _____

Attach payment & return no later October 2, 2018. Please do not attach physical artwork unless you are hiring CoroRio to design your ad. **Artwork should be sent digitally (png/jpg preferred) to: CoroRio@gmail.com by October 5th, 2018**

Business Representative: _____ Date: _____

CoroRio Member: _____ Date: _____

_____ Payment Attached _____ Thank-You Delivered



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"Making a better world through the gift of song and people"

Dear CoroRio supporter,

Thank you for purchasing an ad in the yearly program book for CoroRio of the MidSouth Music Institute, Inc. Your contributions are instrumental in fulfilling our mission of "offering children of all backgrounds the opportunity to better themselves and the community around them through the gift of music." Your support helps defray our operating expenses, which in turn allows us to offer over \$10,000 in merit and need based scholarships to deserving students each year. In addition, as a non-profit organization, we are always applying for grants that can help us offset the cost of tuition for our students. Community support is one of the indicators for a healthy organization that many grantees are looking for and our program ad book is a wonderful picture of the support we receive from our community.

We would like to invite you to attend our concerts on November 30th (Mississippi River Chorale/Ictus), December 15th (CoroRio/Mississippi River Chorale), April 13th (Mississippi River Chorale/Ictus), and May 4th (CoroRio) this season. Specific details about each event are listed on the CoroRio website, www.cororio.org. We consider these concerts a service to the community and hope you will consider letting our singers warm and inspire you through the gift of music.

Blessings to You!

Reese and Joelle Norris

Founding-Artistic Directors, CoroRio

(To be filled out by CoroRio member and given to CoroRio supporter)

Purchased:

- | | | |
|--|----------|---------------|
| <input type="checkbox"/> ¼ page ad | pd \$125 | 2.75" x 4.25" |
| <input type="checkbox"/> ½ page ad | pd \$200 | 5.5" x 4.25" |
| <input type="checkbox"/> Full page ad | pd \$315 | 5.5" x 8.5" |
| <input type="checkbox"/> Full page inside cover ad | pd \$475 | 5.5" x 8.5" |
| <input type="checkbox"/> Full page back cover ad | pd \$630 | 5.5" x 8.5" |
| <input type="checkbox"/> Please design my ad | pd \$50 | |

Advertisement Artwork Instructions:

- Artwork needs to be sent to CoroRio@gmail.com by October 5th, 2018
- Artwork should be camera-ready, in png or jpeg format. Additional fees apply if you wish for CoroRio to design your ad.
- If you have any questions, feel free to email us, or contact the CoroRio member who sold you the ad. Thank you again for your support!

Name of CoroRio Singer (printed)

Telephone Number