

Playbook Agreement



CONTACT INFORMATION

Name _____ Title _____

Business Name _____

Business Address _____

City, Zip _____

Business Phone _____ Fax _____

Business Email _____

YES! I would like to support the Schauer Center for the 2015-16 Season.

Please indicate the level of support in one of the following categories. Deadline for commitment/artwork is FRI, AUG 21.

PLAYBOOK ADVERTISING

- Eighth Page (2.25" x 1.875" B&W) \$395
- Quarter Page Vertical (2.25" x 3.75" B&W) \$595
- Quarter Page Horizontal (4.75" x 1.875" B&W) \$595
- Half Page (4.75" x 3.75" B&W) \$895
- Full Page (4.75" x 7.75" B&W) \$1,195

For our 2015-16 ad:

1. _____ Use last season's ad copy "AS IS." MUST BE SAME SIZE AD AS LAST YEAR
2. _____ Please modify last season's ad copy. SUGGESTED CHANGES ENCLOSED
3. _____ Please use enclosed ad. ADS MAY BE SENT TO LH@BOOSTER-ADS.COM
4. _____ Please design an ad for us.




ADDITIONAL CHARGES APPLY, BILLED SEPARATELY BY THE BOOSTER

PROMOTIONAL ASSISTANCE *Check all that apply.*

- Corporate foundation or granting program.
- In-kind donation of goods or services.
- Matching gift program.
- Payroll deductions for your employees' donations to the Schauer Center.
- Display promotional materials for Schauer Center events at your business.
- Run contests or ticket giveaways for employees, customers, etc.
- Employees serve as volunteers for Schauer Center events.
- Purchase corporate gifts or incentives for your employees.
- Host an outreach opportunity.

BILLING *If you would like to make either a full or partial payment, please provide your credit card information or enclose a check.*

Advertising may be paid in installments -- first half payment is due Wednesday, September 30, 2015 and second half payment is due Monday, February 1, 2016. *Advanced payment is not required.*

- Please charge my credit card \$ _____.
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- CC # _____ - _____ - _____ - _____ Exp. Date ____ / ____ / ____

- Enclosed is check # _____ in the amount of \$ _____. *Make checks payable to the Schauer Center.*
- Please bill me. *If a partial payment is enclosed, you will be billed for the balance.*

Authorized by _____ Name _____

SIGNATURE PLEASE PRINT

Our Patrons are Your Customers!

- More than 25% of our patrons have an income level above \$68,000
- 66% of our patrons are ages 35-64
- 39% of our patrons have a higher level of education
- Patrons are highly likely to dine out, volunteer, belong to a club, be involved in public activities, and own a home valued at 200K+
- More than 60% of our patrons learn about our events through printed materials: brochure, newspaper ads, and posters

SOURCE: CLARITAS, INC.

QUESTIONS? Contact Robyn K. Wilkinson, Director of Marketing, at 262-670-0560, ext. 205 or Robyn@SchauerCenter.org. Forms can be mailed back to the address below or returned by fax.