



## Advertising Information

### ABOUT THE WORTHINGTON CHORUS

- A non-profit organization established in 1976.
- 50+ members; ages 18-90.
- Members are residents of Worthington, Dublin, Columbus, Westerville, New Albany, Lewis Center, Hilliard, Gahanna, Galloway, Galena, Pickerington, Mechanicsburg, Ostrander, Newark.
- The Chorus is funded by grants received from Greater Columbus Arts Council (GCAC), the City of Worthington, and The Columbus Foundation, as well as membership dues, sponsorships and business advertising, and in-kind donations.
- We are run by a Board of Directors.

### THE WORTHINGTON CHORUS MISSION

- Provide an educational experience for Central Ohio residents which will increase the awareness and appreciation of choral works through public and private performances.
- Satisfy individual members' enjoyment of singing by providing an opportunity to improve singing and performing skills.
- Provide individual growth through participation in all aspects of choral music production.

### SHOW INFORMATION

- June 8, 9 and 10, 2012 at Thomas Worthington High School theatre in Worthington.
- Estimated 700 programs will be printed.

### SELL AN AD

- Work with another chorus member. Wear a Worthington Chorus t-shirt and/or have a Worthington Chorus business card.
- Visit local retail businesses or a business that offer a service.
- Speak with the manager or owner of the business. If this person is busy or not available, ask for a convenient time to return.
- When selling an ad, try to understand what the needs and concerns the advertiser may have. They will want to know the benefit of buying an ad from you and how many people will come to their business.
- Use the information above and your experience with the Chorus to tell the business why it would be good for them to buy an ad.
- If they are not willing to buy an ad, ask if they would be willing to donate a gift certificate. Word of mouth advertising works, and the gift certificate can be used as a prize for our members.

**Believe in the show and believe in the chorus. Your face and enthusiasm about the Worthington Chorus will make the difference! ☺**