

2010 4-H Fair Ad Campaign

Be a proud supporter of 4-H Fair and all it stands for! You could make some money for yourself or your club, and be helping us show the world what a great fair we have.

Enclosed are the forms needed to make you and your club eligible for following prizes!

- **Top Individual seller - \$100.00 !**
- Second highest seller - \$ 50.00
- Third highest seller - \$ 25.00
- **Top Club - \$ 75.00**
- Sellers will get commission at the following rates:
 - \$75.00 – \$150.00 3% commission
 - \$151.00 – \$300.00 5% commission
 - \$301.00 – \$500.00 7% commission
 - \$501.00 up 10% commission
- Clubs will get commission at the same above rates, but there will be a 2% bonus for clubs who have 100% participation in the ad campaign. So if you club sold \$1000.00 in ad sales and you had 100 % participation you would get commission at a rate of 12% - giving you \$120.00.
- All sales will count toward your total sales and your commission! We as an association make more money on Sponsorships than on ads, so if all else is equal, sponsorships are what to sell! ☺

IF EVERY HOUSEHOLD SOLD JUST TWO \$10.00 Ads - WE COULD RAISE OVER \$10,000!

Here are some selling guidelines:

- ✓ Be courteous, wear your 4-H jacket or hat, and be respectful, even if they do not buy.
- ✓ Approach your neighbors, friends, teachers – even your parents can help sell.
- ✓ Do not go alone, and do not carry large amounts of cash with you.
- ✓ Bring a copy of last year's book as an illustration of what we publish.
- ✓ Your parents can help you in any way they choose. The more ads, the better!
- ✓ Use **one contract per sale, and fill it out completely**. Have the buyer complete it if you are unsure of spelling, etc. Please give the buyer the receipt portion of the contract.
- ✓ Cover slots are not for sale in 2010 as they will be offered to our top level sponsors.
- ✓ Take payment at the time of sale. CHECKS ARE MADE OUT TO

“Middlesex and New Haven County 4-H Fair Assoc.”

BRING YOUR COMPLETED:

- 1) ***MX & NH County 4-H Fair As/Sponsorship Report - 2010– filled out completely***
- 2) ***AD Copy – correctly sized and in black ink***
- 3) ***PAYMENTS - for every ad you have collected***
- 4) ***Do not staple money and ad copy together!!!!***

To the March 5th meeting or *mail to the New Haven 4-H office postmarked by March 1st . Any questions – please contact Peggy at the New Haven Office at (203) 407-3158 for more copies of the ad contracts.

****Peggy Grillo, 4-H Staff, New Haven Extension Center, 305 Skiff Street, North Haven CT 06473-4451.***

Mark the envelope ATT. 2010 Ad Campaign

Sincerely,

Emily McCabe Alger
Emily McCabe Alger
4-H Program Coordinator

Peg Grillo
Margaret Grillo
Extension Educator, 4-H