

Program - Advertisements: 3 committee members

Program - Design and Bios: 2 committee members (See page 4)

These two committees will work closely together so the descriptions are included on the same document to allow visibility between the committees

PROGRAM ADVERTISEMENTS:

This is one of the most important parts of the production as it helps to keep our costs down for students to participate in the play, keeps our ticket sale costs low, and allows the production to pay for itself.

Ad sizes and prices are already established, and we have some annual repeat advertisers but we're always needing new businesses to participate. Being comfortable with sales is helpful!

- **Immediately start** contacting parents of actors and local businesses by email and phone to sell advertising in the program. Coordinate together to ensure the same people aren't being contacted by more than one committee member.
- A list of 2023 donors is here: [Sandburg Play Business Ads 2023](#)
- Include an article in the PTSA newsletter asking parent business owners to advertise in the program.
- Follow up with businesses as needed for collection of ad payment.
- Provide advertising to the Program Committee in a timely manner.

A sample play ad request is below.

The ad copy provided by the businesses can be sent to the Program- Bios Committee so they can get them placed in the program as they are building it.

“Wonderland the Musical!”

2025 CARL SANDBURG and DCS PTSA SPRING PLAY AD RATES

Carl Sandburg and DCS PTSA in conjunction with Studio East will be producing the show ***Wonderland the Musical!***

We invite you to support the school by advertising in the play program which will be handed out to our audience. The programs are made with 8 ½ X 11 sheets stapled in half. Size and price options are shown below.

Half Page 5 x 4 inches \$75	
Full Page 5 x 8 inches \$150	Quarter Page 2.5 x 4 inches \$50

¼ Page \$50.00

½ Page \$75.00

Full Page \$150.00

- All advertisement is in color and would be printed black and white
- Advertisement will run in all playbills handed out at three separate shows on **May 16th** and **17th, 2025**

- Focused coupons are allowed (i.e. 20% off, new client deals, etc.)
- Larger student support ads follow same format/price
- **Important Note:** The advertisements need to be in **jpg, jpeg or png** format for better resolution in the program. One full page and ¼ would have portrait orientation while ½ page would have landscape orientation. So, **5 x 8** is for portrait (vertical) photos and **7 x 5** is for landscape (horizontal) orientation photos.

Organization/Business: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

Please email a high quality image of the Ad to the play contact: INSERT COMMITTEE MEMBER
NAME HERE AND CONTACT HERE

Please make check payable to Carl Sandburg PTSA and send to:
 Carl Sandburg/DCS Elementary School - PTSA
 12801 84th Ave N.E., Kirkland, WA 98034

Thank you for your support!

SAMPLE SPONSORSHIP REQUEST LETTER (Adjust as needed)

Hello XXXXXXXX

I am a parent volunteer at Carl Sandburg Elementary in Kirkland. Once again, 50 of our 3rd-5th grade kids are putting on the annual school play, with the help of Studio East. <This is my first time helping with the play, but I know that you have been a regular supporter of our school by placing an ad in the Play Program (playbill). Would you be willing to purchase an ad space again this year?>

If you will support us by purchasing an ad, we will need to receive the ad on or before April 25th, please! Payment can come after.

We will be having 3 showings on May 16th and 17th, and selling 150 tickets per show. The ad prices are unchanged from before:

Here is the ad that you placed in the Program for our last production in 2024:

<Insert Ad>

Thank you for considering!

VOLUNTEERS NAME HERE

PROGRAM DESIGN & BIOS

- Design performance programs. [Here is a prior years program](#) for example.
 - Here is 2023 program: [SuperStan Sandburg Program 2023 v4.pdf](#)
We used **Publisher** (Brad from StudioEast sent us the 2022 school play “What a Knight!” program to use it as a template)
- Studio East may be able to help with set-up but we need to provide the content and we will do final proofread. Work with the Producer to check in with Studio East.
- Collect all cast members’ bios and photographs.
 - Photos should be taken at Costume Fitting rehearsal sometime around the 4th week. Taking the pictures can be a collaboration with the Photographer Committee or in the past, the Bio Committee has just done it: one person made sure the kids looked good, and made a list of the kids in the order they were being photographed, the other took the photos.
 - **It is helpful to have the costume try-on date scheduled sooner than 10 days before the performance so there is enough time to get the bios and photos paired and put the program together.**
 - **You can reach out to the Producer and/or the Costume Committee to find out when this is occurring so you can plan accordingly.**
 - If kids miss costume try-on, their parents can submit a photo of them.
 - Photos in the program will be **1.5" x 1.5"**.
- Have parents submit “love notes/words of encouragement” for their kiddos in the program.
 - You can either do this via a Google form or just via email, whichever is easiest for you.
- Include advertising from Advertising Committee
- Reserve back page for Studio East advertising
- Print programs at LWSD Resource Center.
 - B&W copies for performances (**one program for every 3 people**) and color programs for cast members and Studio East Director as souvenirs.
- Call LWSD printer to find out current turn- around times for printing, costs and any updated processes. Contact: **LWSD Print Requests** at LWSDPrintRqst@lwsd.org
- Request a check from PTSA Treasurer addressed to the LWSD print center to pay for the printing at pick-up.

In Past Years -

- In 2022 - We had 290 B&W programs made, and 45 full color.
- In 2023 - We had 225 B&W; and 33 full color;
- The B&W programs had a color front and back, but the interior was B&W.
- We gave one full color program to each cast member at the Cast Party as a souvenir.

- We handed out one B&W program to each “group/family” that came to the performance (not one per person) unless they asked for another one.
- We had recycling bins (boxes) at the exits to reuse any that were still in good shape for the next performance. In both years , we ended up with about 50- 75 B&W programs left over at the end of the three performances but our shows were not sold out
- The total cost for printing all of the programs was \$170.50 using 20# paper in 2022 and \$173.19 in 2023 (also 20# paper)

Work with the Producer to ensure we have permission from all of the parents to have their child’s photo in the program, advertising and/or school newsletter.

SAMPLE PARENT LETTER FOR PROGRAM BIOS

Dear Parents,

Show time is quickly approaching for our **WONDERLAND THE MUSICAL** performers! Please use the link below to submit your **student's cast bio** that will be printed in the program; 40 words max please.

Some things to include:

- Student's Name
- Character Name
- Age and/or Grade
- Previous Theatre Experience (if any)
- Fun facts and/or shout-outs to Family

EXAMPLE:

Sam Studentman (Character) is X years old and in Xth grade. This is their Xth play. They have taken classes at Studio East last year and dream of one day being an astronaut. They love baseball and video games. Thanks to Mom and Dad for all their support!

For a visual, included below is a cast bio page from the What a Knight! program that was produced at Sandburg in the past.

We will also have a section in the program for families to write a "**love note**" or **words of encouragement** to your student, 20 words max please. For students with more than one household, both can submit to the love note section. Larger student encouragement ads are treated as any other ad and must be purchased as such.

DEADLINE:

Submit your student's cast bio and love note. If you have questions, please feel free to reach out to me.

Thank you,
Sender



You light up every room you walk into. Don't ever dim your light. We love you so much and could not be more proud.

LOVE
Mom, Grandma,
Tita, Tito,
Grandma Blue,
Grandpa Jerry,
Auntie Kate, Aunt Jenny
and Stella

Congratulations Violet!



School Play

Student's Cast Bio & Love Note

Email *

Valid email

This form is collecting emails. [Change settings](#)

Student's First and Last Name *

Short answer text

Character Name *

Short answer text

Student's cast bio *

To be printed in the program

Important Note: 40 words max please

Some things to include:

*Student's Name

*Character Name

*Age and/or Grade

*Previous Theatre Experience (if any)

*Fun facts and/or shout-outs to Family

EXAMPLE:

Sam Studentman (Character) is X years old and in Xth grade. This is their Xth play. They have taken classes at Studio East last year and dream of one day being an astronaut. They love baseball and video games. Thanks to Mom and Dad for all their support!

Long answer text

"Love note" or words of encouragement to your student

Important Note: 20 words max please

Long answer text



