SEBPA Home Comp Program / Ad Book SOP

Prepare to have the completed document finished no later than 3 weeks prior to event if printing with digital upload to SEBPA site, 1 week prior if digital only. Create and print a QR code for the admissions tables for the digital copy on SEBPA.org. See SEBPA.org's home comp programs from prior years for reference!

Who you'll need to connect with:

- SEBPA HC Chair(s)
- SEBPA Treasurer
- USBands (site)
- Parent photographer(s)
- Senior students
- Ad buyers if loose ends
- Possible printers
- SEBPA Corresponding Secretary
- SEBPA Webmaster

What's in the program?

1) Cover – get creative!
2) Family ads
3) Business ads
4) USBands required ads
    a. log into USBands.org account (HC Chair, Treasurer, and Director have login credentials), find and download
5) Registered competing schools' show ads
    a. log into USBands.org account
    b. download the CSV file
    c. file contains all registered schools' https/ links to their program pages. (obvi different schools, show themes, and content every year) It's a totally bizarre method, and you keep have to checking it for updates – no one will alert you if updated. (If the school is late adding their page, squawk to Band Director or our USBands contact who can nag those Directors for it directly, otherwise tough noogies for that school)
6) Schedule of events; copy & paste from Seneca event on USBands.org
    a. Lineup can change up until the last week, if printing we found it best to print separately and tuck into each book a few days prior to event
7) Senior bio individual pages

    a. Obtain senior pics from parent volunteer photographer that season, or ask the seniors to provide their own
    b. Send seniors a Google form to answer bio questions to you 4 weeks prior to event. Prepare to chase/nag the seniors to complete. See prior years' program for reference and/or existing Google senior bio form on SEBPA Google Drive to copy
    c. Create each senior's page, and make it nice. Thank you.
8) Parent volunteers page – get list of HC Leads from HC Chair or the Signup Genius
9) Special Thanks page (you decide or ask for HCC input)
10) Nice to have:
    a. A **group band photo** from parent photographer
    b. The **four grade photos with their names** captioned beneath (established 2024)
        i. ***There has been no marching band club page like all the other clubs and sports in the actual yearbook, the ad book is it*** I know, right? Grr.
    c. Candid student pics scattered throughout of band camp, games, anything. See parent photographers or download whatever was posted on BAND app

<u>Producing the book</u>

Prior creators have used Mac Pages, MS Word, Canva, MS PowerPoint. Print to PDF to make the digital copy; save in SEBPA Google drive and ask SEBPA webmaster to post on site and make the QR code for the event attendees at admissions booth. If the file is gargantuan in GB it may cause the webmaster site upload problems, so try to be mindful of file size.

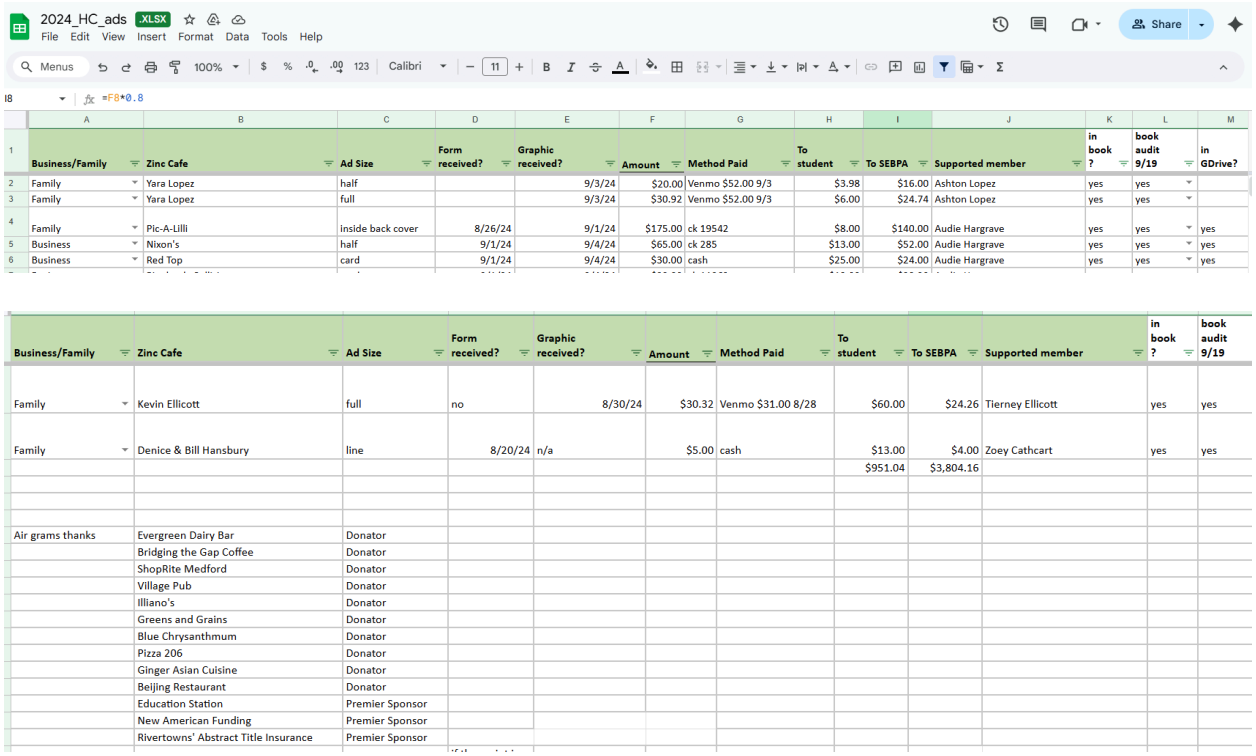
Printing: Seneca HS does not let us use their printers. (2023, 2024) Vistaprint costs ~$3-4K for 100 copies of an ~80-page book. Shawnee band parents advised that LRHSD district office used to print 100 B&W books for Shawnee for ~$1K. Lakes Office Supply quoted $2-3K. My employer donated 100 unbound color copies from my corporate reproduction department – ask around if any band parent's employer would be a champ and consider donating cost to cover printing (thank publicly with an air gram or a free ad in book). We manually punched and bound with ½" black plastic comb binding spines from Amazon (100 for $20) because a band parent's employer had a puncher. Glamourous? No doubt.

If not printing for the event, please consider printing at least enough for the senior students as courtesy and maybe for the premier sponsors.

Collecting Ads & Payments

The Home Comp chair should have distributed letters to parents/students soliciting family ads and business ads 2 months prior to the event. Ads will be emailed/mailed to the HC chair or dropped in the uniform's lock box. All ad digital and hard copies and payments should be given to you. If business card, take a scan or digital picture for the book.

I recommend you create a spreadsheet to track received ads, received payments, and whether you put it in the book. My file included the fundraising split between the student fundraising account and SEBPA.



2024_HC_ads .XLSX

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	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Business/Family	Zinc Cafe	Ad Size	Form received?	Graphic received?	Amount	Method Paid	To student	To SEBPA	Supported member	in book ?	book audit 9/19	in GDrive?
2	Family	Yara Lopez	half		9/3/24	$20.00	Venmo $52.00 9/3	$3.98	$16.00	Ashton Lopez	yes	yes	
3	Family	Yara Lopez	full		9/3/24	$30.92	Venmo $52.00 9/3	$6.00	$24.74	Ashton Lopez	yes	yes	
4	Family	Pic-A-Lilli	inside back cover	8/26/24	9/1/24	$175.00	ck 19542	$8.00	$140.00	Audie Hargrave	yes	yes	yes
5	Business	Nixon's	half	9/1/24	9/4/24	$65.00	ck 285	$13.00	$52.00	Audie Hargrave	yes	yes	yes
6	Business	Red Top	card	9/1/24	9/4/24	$30.00	cash	$25.00	$24.00	Audie Hargrave	yes	yes	yes

Business/Family	Zinc Cafe	Ad Size	Form received?	Graphic received?	Amount	Method Paid	To student	To SEBPA	Supported member	in book ?	book audit 9/19
Family	Kevin Ellicott	full	no	8/30/24	$30.32	Venmo $31.00 8/28	$60.00	$24.26	Tierney Ellicott	yes	yes
Family	Denice & Bill Hansbury	line	8/20/24	n/a	$5.00	cash	$13.00	$4.00	Zoey Cathcart	yes	yes
							$951.04	$3,804.16			
Air grams thanks	Evergreen Dairy Bar	Donator									
	Bridging the Gap Coffee	Donator									
	ShopRite Medford	Donator									
	Village Pub	Donator									
	Illiano's	Donator									
	Greens and Grains	Donator									
	Blue Chrysanthmum	Donator									
	Pizza 206	Donator									
	Ginger Asian Cuisine	Donator									
	Beijing Restaurant	Donator									
	Education Station	Premier Sponsor									
	New American Funding	Premier Sponsor									
	Rivertowns' Abstract Title Insurance	Premier Sponsor									

Share this ads file with the HC Chair, the Treasurer, and Corresponding Secretary. The 2022-2024 versions of this file are on the SEBPA Google Drive if you want to make a copy. If you receive any payments directly, compile a deposit list and hand it with the payments to the Treasurer for bank deposit. Give the Corresponding Secretary all the submitted forms after event for them to send the business sponsors thank you notes.

If any ad payment has not been received, contact the benefiting student or student's parent to chase it. Chasing payment due is not your responsibility.

Casey Buchanan
Email me if you have questions: Muchrejoicing820@gmail.com
8/5/2025