LOG SHEET

**Florida High School Rodeo Association 2016-2017 Ad book**

Student Back Number \_\_\_\_**\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cost of Advertisement \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cash \_\_\_ or Check \_\_\_\_ Name on Check \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Advertiser’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Size of Advertisement**

\_\_\_\_\_\_\_\_ One Line \_\_\_\_\_\_\_\_ Half Page – 7 ½ x 4 ¾

\_\_\_\_\_\_\_\_ Business Card – 3 ½ x 2 ¼ \_\_\_\_\_\_\_\_ Full Page – 7 ½ x 10

\_\_\_\_\_\_\_\_ Quarter Page – 3 ½ x 4 ¾

**Items Enclosed with Advertisement**

\_\_\_\_\_\_\_\_ Business Card \_\_\_\_\_\_\_\_ Logo Slick \_\_\_\_\_\_\_\_ Other

\_\_\_\_\_\_\_\_ Photo Copy \_\_\_\_\_\_\_\_ Advertisement Sample

\_\_\_\_\_\_\_\_ Photographs (Number and Size)

# Cost of Ads

$150.00 -------------------------------- Full Page

$ 75.00 -------------------------------- Half Page

$ 37.50 -------------------------------- One-Quarter Page

$ 25.00 -------------------------------- Business Card

$ 15.00 -------------------------------- One Line Ad

(Example of one line ad: Good luck, Sam! From all your friends.)

FOR THE BEST QUALITY WHEN THE ADS GO TO PRINT,

PLEASE SUBMIT ORIGINAL PICTURES OR PHOTOS ON A CD.

SCANNING THE PHOTO COPIES WILL NOT PRINT AS CLEARLY.

ONE AD PER LOG SHEET – TURN IN ADDITIONAL LOG SHEETS AS NEEDED.

FHSRA Ad book

**Fund-Raising Project 2015-2016**

Dear Contestants, Members and Parents:

It is always a good idea to start working on our Rodeo-State Finals Ads early. **Each competing member is required, but not limited to, obtaining $150.00 worth of ads for the State Finals Ad-book. The ads and ad money must be turned in by the December - Zolfo rodeo in order to be qualified to compete.** This is a good chance to earn some money! When a contestant sells over $150 in ads the remainder will be split 50/50. With 50% going to the FHSRA general membership fund and 50% being paid out to the contestant. So… if you sell $300 in total ads: $150 is your required ad money - $75 goes in to the General Fund and $75 is **paid to you.** This money will be paid out at the State Finals. What a great way to earn money for the trip to nationals or anything else you may want!

**PLEASE READ THIS LETTER COMPLETELY AND FOLLOW THE DIRECTIONS!**

**Turn in all ads, money, pictures and ad related information by the December – Zolfo rodeo to:**

**Kathy Hendricks**

**A table will be set up at check in – You must turn in your AD prior to paying Zolfo entry fees!**

NO ADS, MONEY OR PICTURES WILL BE ACCEPTED WITHOUT A COMPLETE LOG SHEET. **YOU WILL NEED ONE PER AD.** MAKE SURE ALL THE INFORMATION IS FILLED IN. **THERE WILL BE NO EXCEPTIONS.** The money for ads is due by the December- Zolfo rodeo. Please turn in all the money and ad information at one time. If ad funds are not paid by

**December 5, 2015** the contestant cannot continue to rodeo until his/her ads and money are paid.

**Be sure to write your name on the back of your pictures and on all the checks you collect before you turn them in with your log sheets.**

**Cost of Ads**

$150.00…………………….. Full Page

$ 75.00………………………Half Page

$37.50 ………………………One-Quarter Page

$25.00 ………………………Business Card

$15.00 ………………………One Line Ad

 *(Example of one line ad: Good luck, Sam! From all your friends.)*

Attached is a log sheet. Make copies of this sheet and use **ONE LOG SHEET FOR EACH AD.**

**Sample ad books are available for viewing at any check in.**

**Here are some tips to help you in your sales efforts:**

1. Make a prospect list before you start of individuals and businesses to contact.
2. Be in full western dress when possible. Your first impression is important and you are representing the FHSRA.
3. Be enthusiastic! Take pictures of yourself competing. People like to see where their money is going.
4. Be courteous and have a positive attitude. Let your excitement for high school rodeo show.
5. Be sure to let your customer know that their money will be supporting our National Team and you are working to be on it!
6. Let your customers know how much you and the FHSRA appreciate their support.

**Below are some Guidelines you can follow:**

1. **INFORMATION NEEDED FOR EACH AD:** Carry your packet with you so that you will have all the needed information. If at all possible, ask for camera-ready ad copy. Business cards can supply correct legible information. If instructions are written on the business card, be sure to get extra cards because the printer can lift information from them. Not all cards can be reprinted as they are, but we will try to reproduce them as close as possible. If the advertiser wants a logo on his ad, be sure to get a good clean copy.
2. **PICTURES:** All size photos can be used. The printer cannot guarantee a good reproduction on any photo. You can help by sending a good clean picture. Please put your name and address/phone number on all pictures.
3. **SPECIAL AD INFORMATION/RECEIPTS:** Each member should be prepared to give a receipt to anyone who purchases an ad and requests a receipt. You should purchase a small receipt book. On the part given to the purchaser, put *YOUR* name, back number, Renee Bass – FHSRA State Secretary, 1064 Sheppard Rd, Venus, FL 33960. The part you keep should have the purchasers name and type of ad (full, half, etc.) All money is to be collected by you at the time you sell the ad. We will not accept ad log sheets without a check, money order or cash attached. We DO NOT BILL for ads! If you mail your ads, please **DO NOT send cash**. Give all the money to your parents and get them to write a check to FHSRA.
4. **LOG SHEET:** This is to help keep records of who sold what and how many. It is also used for layout directions for ads you turn in. ONLY USE ONE LOG SHEET PER AD. MAKE ADDITIONAL COPIES YOU NEED FROM THE ONE ATTACHED.

**\*LOG SHEETS WITH MULTIPLE ADS LISTED ON ONE SHEET WILL NOT BE ACCEPTED\***

1. **CHECKLIST:** Make a check list for yourself. Is all the information easy to read? Did I put my name and back number on everything? Did I attach a check or cash to the ad? Is my log sheet correct and complete? **PARENTS – PLEASE CHECK OVER YOUR CHILD’S ADS.** We need to receive them completed correctly.
2. **DEADLINE:** The deadline for the required $150 sales is December - Zolfo Rodeo. In order to continue participating in rodeos, each member must turn in $150.00 in ads. This is part of your membership obligation.

If you have any questions please contact:

Kathy Hendricks

jimmyhendricks28@gmail.com

(Please note new email address)