

2012 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.
- ✓ 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.
- ✓ Do not combine ad packets between siblings. Please turn in separate packets for each family member.
- ✓ Cover slots are not for sale in 2012 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 - 2012–filled out completely***
- 2) ***AD Copy – correctly sized and in black ink Do not staple ad copy***
- 3) ***PAYMENTS - for every ad you have collected***
- 4) ***Do not staple money and ad copy together!!!!!!***

To the Fair Awards meeting, Officer Training, the March 2? or *mail to the Middlesex 4-H Office postmarked by March 1st . Any questions – please contact Emily at the New Haven Office at (203) 407-3158 for more copies of the ad contracts.

PLEASE DO NOT MAIL IN TO THE NEW HAVEN OFFICE!

****Emily Alger, 4-H Staff, Middlesex County Extension Center, Box 70, 1066 Saybrook Rd, Haddam CT 06438***

Mark the envelope ATT. 2012 Ad Campaign

Sincerely,

Emily McCabe Alger
Emily McCabe Alger
4-H Program Coordinator

Peg Grillo
Margaret Grillo
Extension Educator, 4-H

Katrina Little
Katrina Little
Assistant Treasurer