

## **Frequently Asked Questions about Heat Sheet Ads**

Here are a few questions that you might have, or may be asked, about heat sheet ads. We are requesting that team members approach NEW Sponsors! If the business is listed on our 2015 Sponsor list please do not approach them. We are in the process of contacting previous sponsors.

### **What is a heat sheet?**

A heat sheet is the program for the swim meet, and it is sold to the spectators. It lists all the races and swimmers in each event.

### **How does advertising in a heat sheet benefit my business?**

Almost every family that participates in the swim meet will see your ad. Families from other towns will travel to Pocahontas to participate in the meets, and these families may patronize your business while they are here. Dolphin families will also be encouraged to make a special effort to support heat sheet advertisers.

### **What is a Heat Sheet Coupon Page?**

To help drive sales at local businesses we will have a coupon page. This page will offer discounts. It is up to the business if they wish to be featured as a coupon or in a regular advertisement. The coupons are the Business Card size which is \$20. Examples of coupons could be a free drink with purchase, 10% off order, etc.

### **What businesses do I approach about buying an ad?**

With whom do you do business on a frequent basis? Who would benefit from having swim team families patronize their business during our meets? What businesses and organizations support youth activities? What are the clubs or groups to which you belong? Which health professionals do you use? Who is your employer? These are all examples of people you can ask to buy an ad.

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### **What information do I need from an advertiser?**

The advertiser should provide you with the information about their business – location, phone number, hours of operation, etc. as they would with other advertisements. Some may already have a business card, flyer, newspaper ad that can be used. Discounts or coupons are always good ideas for restaurants or retail businesses. If they would like to email the information please ask them to send it to [beadolphinsswimmer@gmail.com](mailto:beadolphinsswimmer@gmail.com)

### **What are my obligations as a parent in selling ads?**

Some swim teams require a minimum amount of ad sales per family. The Dolphin Swim Team does not. We do expect, however, this to be a 100% involvement activity. We believe every family can get at least two or three ads. This ensures that the burden of raising money for our swim team does not fall on one person or a small group of people.

### **What do the ads cost?**

The business ad cost covers the heat sheets for 2 Dolphin Swim Meets. Be sure to explain to advertisers that this amount gets them in heat sheets for two swim meets. June 18th and July 16th.

Full page - \$80

Half Page - \$60

Quarter Page - \$40

Business Card - \$20

Coupon Page (Business Card size)- \$20

