



## 46<sup>th</sup> ANNUAL AINAD SHRINE CIRCUS 2012 AD SALES AWARDS

Assistant Rabban and Circus Chairman Rick Sieben announce the 2012 award program for the Circus Program Book and Donor Card sales.

1. Minimum sales at \$25.00 (one completed donor card) and up.
2. Commission can be paid to the individual salesperson or credited to Temple programs, or to the club or unit of the salesman's choice. Commissions to individuals over \$600 will be reported to the IRS as income.

**ALL PREVIOUS ADS AND DONOR CARDS      15% COMMISSION**  
**ALL NEW ADS\*                                      30% COMMISSION**

**Exclusive period for all previously sold ads, MARCH 4, 2012.**

**After MARCH 4<sup>TH</sup>, ads that are not turned into the office by the previous year's seller will be sent to customers from the Ainad Business Office.**

**Cut off date for all ads to be turned into the office is MAY 4, 2012. No exceptions!!**

**No Commission will be paid on ads that have not been paid for by June 30, 2012.**

**Any questions please call Ainad Temple business office 618-874-1870 or Don Clark, Circus Ad Chairman at 618-444-3493 or email him at: [dclarkii@sbcglobal.net](mailto:dclarkii@sbcglobal.net)**

**(\*New Ad)-One that DID NOT appear in the 2011 Book**

**PLEASE MARK THESE 2012 DATES ON YOUR CALENDAR**

**CIRCUS KICK OFF PARTY-SATURDAY FEBRUARY 4<sup>th</sup> @ AINAD TEMPLE**

**MARCH 4<sup>TH</sup> EXCLUSIVE SALES PERIOD ENDS**

**SPRING CEREMONIAL-May 12<sup>th</sup>**

**BELLEVILLE PARADE-Friday June 1st @ 7:30pm**

**CIRCUS WEEK-June 2<sup>nd</sup> through June 10<sup>th</sup>**



PLEASE be sure to read your entire instruction sheet.  
There have been significant changes this year!

Your ad packet contains all of the ads that you sold last year. Whenever possible the ad copy from last year has been attached to the renewal contract. Please go through your ads to make sure your packet is complete. If you are missing ads please contact me as soon as possible.

The smallest ad will be business card size with a price of \$35.00  
All new and renewal ad contracts must be received in the office no later than  
May 4, 2012.

If your advertising client has their ad or ad graphics in a format that can be e-mailed they may send the files to [fundraising@ainadshriners.org](mailto:fundraising@ainadshriners.org). Acceptable file formats include: .jpeg .gif .png .pdf any Microsoft Word or Microsoft Publisher file.

**MR. DONNIE CLARK IS YOUR CIRCUS AD CHAIRMAN FOR 2012 IF YOU HAVE ANY QUESTIONS PLEASE CONTACT HIM AT 618-444-3493 OR EMAIL AT [dckarkii@sbcglobal.net](mailto:dckarkii@sbcglobal.net)**

Thank You for your hard work and dedication please let me know if I can help you in any way. Circus Desk, Fundraising Coordinator at 618-874-1870 or E-mail Angie at [fundraising@ainadshriners.org](mailto:fundraising@ainadshriners.org)  
Together lets work to increase ad sales for the first year in three years.

# CIRCUS INFORMATION

## 2012 AINAD SHRINE CIRCUS ADVERTISING PROGRAM INSTRUCTION SHEET

**\*IMPORTANT\***

### PLEASE READ ALL INSTRUCTIONS BEFORE SELLING ADS

(REVISED September 2011)

- 1) **START EARLY!!** You may have to make callbacks.
- 2) **EXCLUSIVE PERIOD DEADLINE March 4, 2012.** Exclusive period means a salesman who sold an ad in 2011 will receive credit for the 2012 sale to the same advertiser, regardless of who actually sells the ad. AFTER the exclusive period (March 4<sup>TH</sup>) all renewable ads will be sent from the Ainad Business Office.
- 3) On renewals, **PLEASE TRY TO GET THE ADVERTISER TO INCREASE THEIR AD SIZE.** On all CASH pays complete a receipt YOU keep the white copy give the yellow copy to the advertiser, the circus desk does **NOT** need any receipts!
- 4) **DO NOT hold contracts.** Please turn them in as soon as possible (with or without payment) the office can invoice the advertiser.  
Please mail the contracts to the office or leave them with the night guard when you come to a meeting.
- 5) In making your sales pitch **DO NOT** under any circumstance state or infer that any of the proceeds will go to the Shriners Hospitals, or the Hospital Transportation Fund.
- 6) An advertiser may use the words Shriners Hospitals for Children or Hospital Transportation Fund in his ad only with the advance approval of the Program Chairman.
- 7) **NO SHRINER** may describe himself as a Shriner or as a Noble or otherwise identify himself as a member of the Order in his ad.
- 8) Attempt, if possible to get the ad paid in full at the time of the sale. This will save the temple time an expense of invoicing the advertiser. All invoiced ads are billed at the first of each month, however do NOT lose a sale, the advertiser can be invoiced or billed. **No commission will be paid on ads not paid for by June 30, 2012.**
- 9) We CAN NOT supply a proof of the ad in advance. However, on a specific request a copy of the ad (**NOT A BOOK**) can be mailed/faxed or emailed to the advertiser AFTER the circus.
- 10) Please DO NOT reveal to a prospective advertiser that your unit or club will receive any percentage of the cost of his ad he buys.
- 11) Advertisers may furnish a logo, or picture for his ad. A picture will be returned only by request. **Ads may also be emailed- fundraising@ainadshriners.org**
- 12) Commissions are payable to individuals and/or your unit or club. Please fill in the proper spaces on the advertising contract with the name of your unit or club and your membership number; if no club or unit is designated the commission will go to the salesman; if no salesman or club or unit is designated the commission will go to the Ainad Circus Fund.
- 13) Donor cards turned in cannot be used as an ad. Printed names appear best in book.
- 14) DO NOT promise position of an ad in the Circus Book. Ads will be placed by the printer.
- 15) The cost of a double page and/or gold page ad is \$300.00; purchasers of these ads will receive 4 adult circus tickets upon payment of the ad.
- 16) Proceeds are for the benefit of the Ainad Shrine Operations. Payments **are not** charitable tax deductions nor do any proceeds go to the Shrine Hospitals for Children

Any questions, call the circus office first for an answer-the phone numbers to call are: 618-874-1870 – 888-567-1870 – Fax – 618-874-6920 or [fundraising@ainadshriners.org](mailto:fundraising@ainadshriners.org) or Don Clark, Circus Ad Chairman @618-444-3493 or email at; [dclarkii@sbcglobal.net](mailto:dclarkii@sbcglobal.net)

**Ad graphics, logos, etc., can be emailed to [fundraising@ainadshriners.org](mailto:fundraising@ainadshriners.org) in the following formats; .jpeg, .gif, .pdf**