



Ridley Drama Group Patron Ad Information Packet

Patron Ad Packet

Each student will receive a **Patron Ad Packet** to assist in soliciting ads. The packet includes the following:

1. **Solicitation Letter:** A one-page letter you can read or provide to businesses when asking for ad sponsorships.
2. **Sample Size Guide:** A visual guide to show businesses what their ad will look like in the ad book/digital display.
3. **Thank You Letter/Receipt:** A one-page thank you letter with a receipt for businesses who choose to submit an ad. The Ridley School District Tax ID# is included for businesses that wish to claim their contribution as a tax-deductible donation. ****PLEASE DO NOT DISTRIBUTE THIS FORM UNTIL THE AD HAS BEEN PAID FOR****
4. **Submission Form:** A one-page form that must be turned into Ridley Drama for **each ad.** This form includes payment info, type of ad (print or digital & size), ad submission avenue (printed copy or email). **This for must be submitted for each ad for the student representative to receive credit.**

Instructions for Students

We encourage each student to raise **at least \$250.00** by soliciting ads from local businesses and family members. Here's how you can help make this fundraiser a success:

1. **Make Copies:**
 - o Make copies of the solicitation letter to leave with businesses or family members you are soliciting.
 - o Make copies of the thank you letter to give to businesses that purchase an ad.
 - o Make copies of the submission form to turn in for each ad that collect.
2. **Obtain the Ad Copy:**
 - o **Physical Copy:** Obtain a paper version of the ad, which can be scanned and submitted.
 - o **Digital Copy:** Businesses can email their digital ad copy to **ads@ridleydrama.com**.
3. **Collect Payment:** Businesses and families can pay for their ads using the following methods:
 - o **Cash:** In a marked envelope, clearly labeled and turned into the Black Box Theatre. Include the *student representative's name* and the *size of the ad*.
 - o **Checks:** Made payable to *Ridley Drama Group*
Memo Line: Include the *student representative's name* and the *size of the ad*.
 - o **Venmo:** @parentassociation-ridleythespi
Memo Line: Include the *student representative's name*, *size of the ad*, and *ad copy details*.

By following these steps, you'll help secure the funds we need to continue offering exceptional productions and supporting our students in their performing arts education.



*At Ridley Drama Group, we believe in the power of community, creativity, and education. Our **Business Ad Fundraiser** is a crucial part of our mission to continue producing high-quality, award-winning performances for the Ridley community. This fundraiser is not just about raising money—it's about building lasting partnerships with local businesses and families who value the arts and the impact they have on students' lives.*

Every dollar raised directly funds our production budget, which covers the costs of set design, costumes, lighting, sound, and more. These essential funds allow us to bring each performance to life and provide our students with the opportunity to explore their creativity in a professional theater environment, without the financial burden falling on the student.

Why Your Support Matters

Ridley Drama Group is proud to be a self-sustaining organization. We don't just produce shows; we nurture the artistic and educational journeys of Ridley students, helping them develop confidence, work as a team, and practice invaluable life skills.

By supporting this fundraiser, you're not just purchasing an ad—you're investing in the future of the arts and in the education of our talented students. Your generosity enables us to offer a platform where students can grow, excel, and showcase their talents, while continuing to bring outstanding performances to the Ridley community.

How You Can Help

There are two main ways to support Ridley Drama Group through advertising: **Parent Ads** and **Business Ads**. Both will be included in the printed programs distributed at each show, ensuring your message reaches an engaged and appreciative audience.

Parent Ads

Parents and family members can purchase personal ads to celebrate and support their student. These ads will be printed in the program for all attendees to see.

- ¼ page (2.5in x 4.3in): \$35.00
- ½ page (4in x 5.25in): \$75.00
- Full page (8.25in x 5.25in): \$100.00

Business Ads

Local businesses can show their support for Ridley Drama Group while gaining valuable exposure to the community. The business will be featured on the Donors Page of the program, and additional advertising options are available depending on the level of sponsorship.

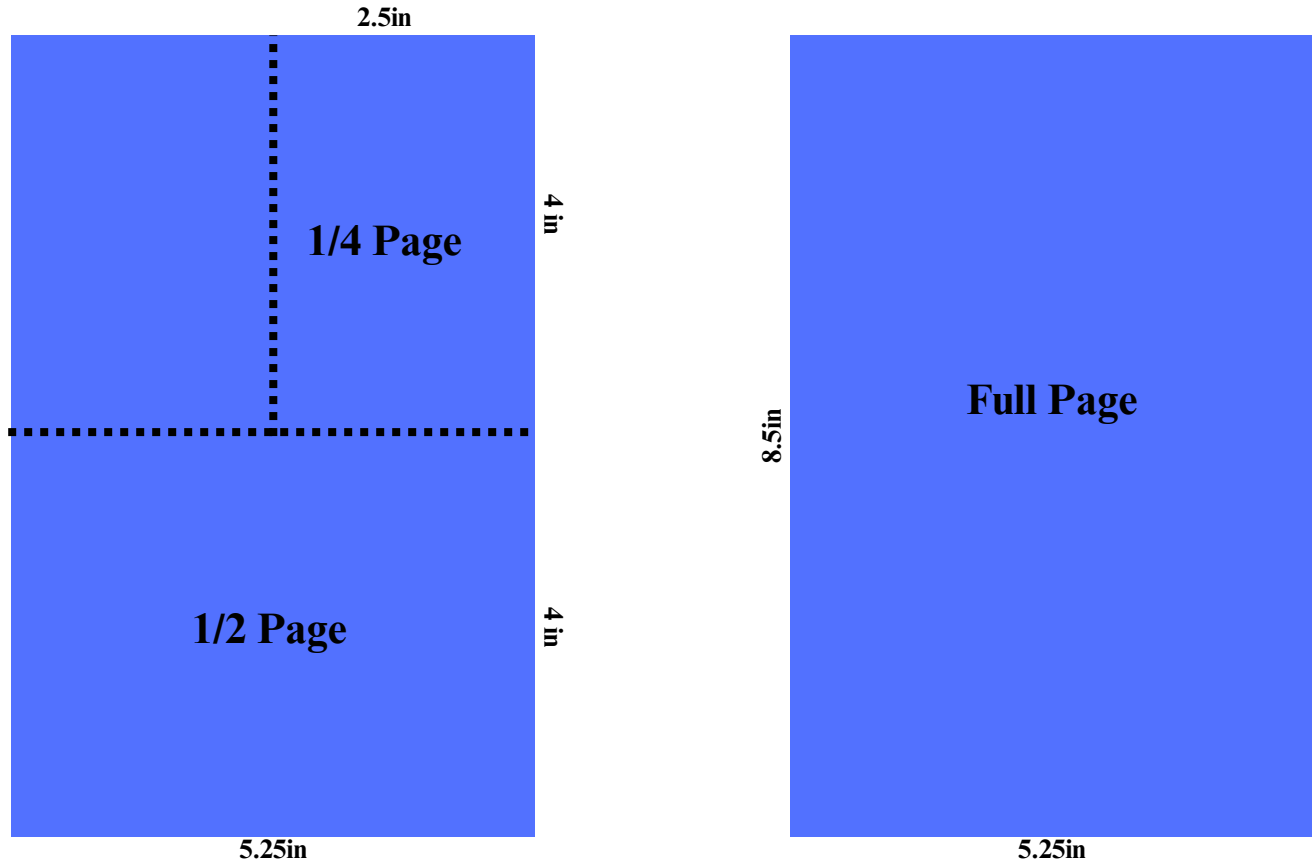
- ¼ page in Ad Book (2.5in x 4.3in): \$35.00
- ½ page in Ad Book (4in x 5.25in): \$75.00
- ½ page in Ad Book (4in x 5.25in) & Digital Lobby Display: \$100.00
- Digital Only: \$100.00
- Full page in Ad Book (8.25in x 5.25in): \$200.00
- Full page in Ad Book & Digital Lobby Display: \$250.00

Whether through a Parent Ad or a Business Ad, your support will make a direct impact on the success of our productions and the growth of our students. Thank you for helping us keep the arts thriving in our community!

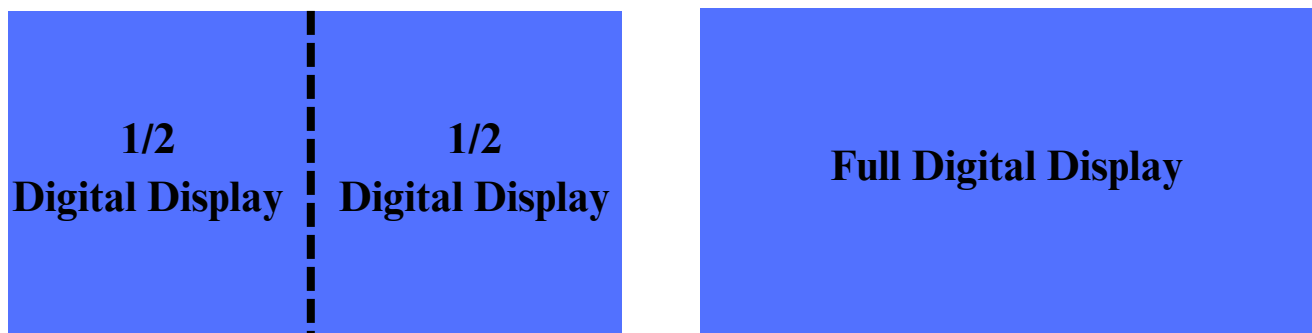


Size Guide

Program/Ad Book



Digital Display 43inch TV 16:9 Slideshow Format





RIDLEY HIGH SCHOOL DRAMA GROUP
A Tradition of Excellence Since 1970

Ridley High School 901 Morton Avenue Folsom, PA 19033
Christina McGovern, Producer 610-534-1900 Extension 1200

On behalf of the entire Ridley Drama Group, I would like to extend our deepest gratitude for your generous support through the purchase of an Ad in our program. Your partnership not only provides valuable visibility for your business but also plays a critical role in sustaining the arts and supporting the next generation of performers, creators, and leaders within our community.

Founded in 1973, the Ridley Drama Group has become a cornerstone of artistic expression in our community, involving over 150 dedicated students in every aspect of our productions each year who perform onstage, play in the pit orchestra, and work behind the scenes in technical roles. By contributing to our **Business Ad Fundraiser**, you are helping us continue this tradition of excellence, while empowering our students to grow as artists and individuals.

Ridley Drama Group is proud to be a self-sustaining organization. We don't simply produce shows; we provide our students with meaningful experiences that cultivate creativity, teamwork, and confidence—skills that serve them both on and off the stage. Your investment in our program allows us to cover the essential costs that bring our performances to life, including costumes, sets, advertising materials, and technology. Ridley Drama is committed to fundraising the costs of each show, so that every student has the ability to participate in our productions regardless of their financial circumstances, allowing them to thrive in the arts without barriers.

Your contribution ensures that your business will be featured prominently in the printed Ad Book that will be distributed to our enthusiastic audiences at each performance. Depending on the level of your support, your business may also be featured on our Digital Lobby Display, providing increased exposure to our diverse and engaged audience of community members, parents, and supporters.

We sincerely hope that you'll also be able to join us for one of our upcoming performances to witness the results of your generosity firsthand. Your support helps ensure that we can continue to nurture the next generation of performers and leaders, and that our community continues to have a place to enjoy quality music and theatre. Once again, we cannot thank you enough for your invaluable contribution to Ridley Drama Group and for supporting the arts at Ridley High School.

_____ has generously donated \$_____ in the form of an ad to Ridley Drama Group, a non-profit performing arts organization within Ridley High School, Ridley School District.

With deep appreciation,

Christina McGovern

Christina McGovern
Director, Ridley Drama Group
Ridley High School
TAX ID # 23-1668220



Ridley Drama Group Patron Ad Submission Form

FORM MUST BE RETURNED FOR EVERY AD IN ORDER FOR STUDENTS TO RECIVE CREDIT.

Company Name:	
Contact Name:	
Phone Number:	
Email:	
Student Representative Name:	

Payment Type:

_____ **Cash** _____ **Check** _____ **Venmo**

Ad Copy:

_____ **Physical Copy** _____ **Email**

Ad Type:

Parent Ads:

¼ page (2.5in x 4.3in): \$35.00 _____

½ page (4in x 5.25in): \$75.00 _____

Full page (8.25in x 5.25in): \$100.00 _____

Business Ads:

¼ page in Ad Book for 1 Show (2.5in x 4.3in): \$35.00 _____

½ page in Ad Book for 1 Show (4in x 5.25in): \$75.00 _____

½ page in Ad Book (4in x 5.25in) & Digital Lobby Display for 1 Show: \$100.00 _____

Digital Only for 1 Show: \$100.00 _____

Full page in Ad Book for 1 Show (8.25in x 5.25in): \$200.00 _____

Full page in Ad Book & Digital Lobby Display for 1 Show: \$250.00 _____

Full page in Ad Book & Digital Lobby Display for 2 Shows: \$350.00 _____

TOTAL PAYMENT AMOUNT: _____

For Internal Processing Only

Date Received	Payment Received	Copy Received	By	Date Processed