

**2019 FAIRFIELD COUNTY 4-H AD CAMPAIGN
GENERAL INFORMATION 4-H MEMBERS' GOAL is \$5,000**

Start Date - December 14, 2018

End Date - February 14, 2019

1. All checks should be made payable to Fairfield County 4-H.
2. Ads, sponsorships and forms received after the deadline will not count towards youth or club awards.
3. Forms received by the due date, but not complete (ie, ad or money missing) will not count towards any awards.
4. Read the Ad Campaign brochure to become familiar with the “types of support”.
5. Try to get “camera ready copy” for ads so that it will be exactly what the advertiser wants. Advertisers can also e-mail their ad to donna.liska@uconn.edu. HOWEVER, for you to get credit, you must still attach a copy of the ad to the AD CAMPAIGN FORM.
6. Do not send cash in the mail.

FORMS

1. Make sure your name is written on the back page of every brochure and your summary sheets.
2. Ads, brochure information and 4-Her summary sheets must be printed legibly and completely.
3. Everyone who buys an *Ad*, or is a *Blue Ribbon Sponsor*, *Red Ribbon Sponsor*, or *Patron*, must complete a brochure. Paperclip ads to the brochure. Need more brochures? Contact Donna- donna.liska@uconn.edu
4. Fill out 1 brochure for each type of contribution (ad, sponsors, etc.) to avoid confusion. This means that if a business buys an ad and is also a 4-H supporter, complete two brochures- one for the ad and one for the 4-H supporter donation.

RETURN YOUR BROCHURES WITH ADS, SPONSORSHIPS, AND YOUR SUMMARY SHEET
All contributions must be *postmarked* by Feb 14. **Send *EVERYTHING* to Donna Liska, 67 Stony Hill Road, Bethel, CT 06801 (203) 207-3265. Call Donna if you have any questions. Deadlines are firm.**

When you send your packet you must include the:

Completed 4-Her Summary Sheet;

Ads with completed brochures or just brochures for other types of sponsorship (including vendors)

Payment must be included. Checks made out to *Fairfield County 4-H*

QUESTIONS/ANSWERS about the FAIRFIELD COUNTY 4-H AD CAMPAIGN

Contact Ede - edith.valiquette@uconn.edu or 203-207-3264 or
Donna Liska donna.liska@uconn.edu or (203) 207-3265.

Our budget for the year is approximately \$10,000. This year, we plan on 4-H members raising \$5,000. Businesses and people who buy ads/sponsorships from you will be recognized the following ways:

- Be listed on our webpage for an entire year. www.fairfieldcounty4h.org
- One supporter will be featured weekly on our Facebook page @fairfieldcountyconnecticut4-H
- Ads/sponsorships will be included in our 4-H Dog Show program in June
- Ads/sponsorships will be included in our Fair book in October
- All donations are tax deductible

Types of Donations to the 4-H Spring Benefit Horse Show Ad Campaign.

- Ads sizes
 - Full page ad cost \$125
 - ½ page ad - \$65
 - 1/4page ad - \$40
 - New category- Business cards- \$30
- Sponsorships Options
 - Blue Ribbon 4-H Sponsor -\$50; 2 lines of text – 60 characters/line (includes spaces) - will be listed under the Blue Ribbon page of the Ad Campaign booklet
 - Red Ribbon 4-H Sponsor - \$35; your name/town will be listed on under the Red Ribbon page of the Ad Campaign booklet
 - 4-H Patron - \$25 Names of Patrons are listed on the Patron page of the Ad Campaign booklet

What is the Fairfield County 4-H Ad Campaign Summary Sheet?

This sheet summarizes the donations a 4-Her has received according to Ads, Sponsors, and Patrons. This sheet is used to determine awards.

To BE eligible for Youth Awards (that are given out at Recognition night) all materials must be postmarked by Feb 14th

- The **highest seller** will receive a trophy. Other high sellers will receive honorable mention trophies or extra effort ribbons.
- The **highest selling** clover (7 and 8 yr old) will receive a trophy.
- **Club Awards** - Clubs having 100% participation will receive 10% of their fundraising efforts. To be 100% each member must sell \$35 worth of ads and sponsorships.

Don't Know WHO to Ask for Ads or Sponsorships?? Ask friends, neighbors you know, relatives and businesses you frequent like your dentist, your favorite eating place, bakery, grocery store. Plan and start NOW- talk to you friends and relatives over the holidays. Go to places where your family spends money.

Don't Know HOW to Ask??- review **4-H Talking Points**, remember most people want to help you.

Suggestions - GO EARLY! You may have to return to a business to pick up the ad and money. You won't get credit for the donation if the donor says that they will mail it and it is received late, or it gets lost or they forget to mail it.

Need More Brochures?? - Contact Donna – donna.liska@uconn.edu or 203-207-3265. Check the website for forms- www.fairfieldcounty4h.org