



Recital Program -Pictures/Ads Deadline – Wednesday, February 19th @6:00pm

NO EXCEPTIONS ALL PICTURE FORMS MUST BE TURNED IN ONLINE. EVERY STUDENT IS REQUIRED TO HAVE A PICTURE IN THE RECITAL BOOK.

Our 2025 recital is on its way! We are planning our 38th annual program. A Touch of Class Performing Arts takes great pride in producing a beautiful and unique program. The full color Recital Program consists of pictures of each dancer, personal ads, business ads, and the order of the show. This program will be treasured in your home for years to come.

Each student is REQUIRED to have at least one picture in the program and will receive one free program. We will do a presale to purchase programs prior to the recital for \$20. Additional programs may be purchased at the recital for \$25.

Sample programs are in the lobby to view. All ads and program photo forms are due online no later than Wednesday, February 19th @ 6:00pm. NO ads can be submitted after the due date and time. NO EXCEPTIONS!

ATOC will be hosting our 8th Recital Celebration Party on Friday, March 21st. We will announce our 38th Cover Girl & Ad Court. All students that sell more than \$550.00 in ads will be invited to attend. We will also honor all 5 years and 10 plus years students at this time. More information on Cover Girl/ Boy & Ad Court can be found below.

Please email if you have any questions: atocperformingarts5678@gmail.com

Link to online Recital Ad Forms: <https://form.123formbuilder.com/6585762/program-online-ad-form>

Link to online Recital Picture Form: <https://form.123formbuilder.com/6333671/program-picture-form>

Program Ads

- We offer ad sales to help defer the cost of your child's picture in the program. The amount of ad sales you sell is the amount that would go toward your pictures in the front of the program.
- Ads may be personal ads for your dancer or business ads.
- See office or previous years books for examples. Books are in the lobby and the office.

•Prices:

- Full Page: \$310.00
- 1/2 Page: \$170.00
- 1/4 Page: \$100.00
- 1/8 Page: \$60.00 (Business Card Only)
- 1/8 Page: \$60.00 (Message Only)

- Shout Out: \$35.00 Message Only 25 words

****All ads must be turned in digitally by using the online form.**

- Pictures of your dancers may be added to ads (**1/4 Page - Full Page Only**) for \$20.00 per picture.
- Any pictures added to ads whether attached personally or the studio recital pictures must pay \$20 per photo.
- **Remember ad sales defer the cost of your child's pictures in the front of the program.**

This is how it works: Add up the total amount of ad sales and subtract this from your program picture fee.

Example, if you sell a 1/2-page ad and shout out, your total would be \$205.00. You now have \$205.00 of credit to use toward your program picture fee. With this credit you will receive 2 pictures in the program.

- **Each ad must be turned in online with the proper form online. No exceptions.**

- ATOC cannot ensure ads will be in the program if not turned in properly by the deadline. Ads will not be accepted after February 19th @ 6:00pm. No exceptions.

Tuition Scholarship Program

****We also offer a tuition scholarship program along with our ad sales. Sell a certain number of ads and your child will win a scholarship for the 2025-2026 Dance Season. If your child sells \$800 worth of ads they are considering a part of our A Touch of Class 2025 Ad Court.**

Scholarship Program

- **1 Year Scholarship**

- (September – May only *does not include August or June Tuition)
- Up to \$50.00 per month
- Selling \$1500 or more in ads
- Will also receive 2 full pages of pictures in the program.
- 4 Additional Free Tickets to Recital
- Early access to recital tickets (Limit: 8 Per Show)

- **6 Month Scholarship (September - February)**

- Up to \$50.00 per month
- Selling \$1200 or more in ads
- Will also receive 2 full pages of pictures in the program.
- 2 Additional Free Tickets to Recital
- Early access to recital tickets (Limit: 8 Per Show)

- **3 Month Scholarship** (September - November)
 - Up to \$50.00 per month
 - Selling \$800 or more in ads
 - Will also receive 1 full page picture in the program.
 - 2 Additional Free Tickets to Recital
 - Early access to recital tickets (Limit: 8 Per Show)

*****NOTE***** Scholarships are for Tuition Only! Registration, Recital Fees, Costume Fees, Competition Fees or any other charges are not included. Scholarships for 1 person only and **cannot** be split or transferred.

A Touch of Class Ad Court

- ATOC will honor the Top 10 ad sellers at the 8th Recital Celebration Party on March 21st @ 6:00pm and in the recital.
- Top 10 Ad Winners must sell at **least \$800** in ads to qualify.
- The Top 10 Ad Winners will be featured as A Touch of Class 2025 Ad Court.
- **Our Top 10 Winners will have a chance to get their tickets to our 2025 Recital, the day before tickets go on sale to the rest of the studio (LIMIT: 8 PER SHOW).**
- **During the Recital, the court will be featured in the beginning of our show and will be presented with flowers on stage.**

BACK COVER GIRL/BOY 2025

- The student selling the most ads will be awarded the back cover of our 2025 program.
- Participants must sell at **least \$2000** in ads.
- Previous winners have sold **\$2500-\$3000** in ads.
- The winner will receive 2 full pages in addition to the back cover.
- They will also receive a certificate and flowers.
- The Cover Girl/Boy will be presented in our opening routine and will welcome the audience to the show. • The Cover Girl/Boy's parents may purchase tickets before they go on sale to the public.

A Touch of Class Performing Arts

AD SALES REWARD CHART

Incentives	2024 COVERGIRL WINNER	TUITION SCHOLARSHIP WINNERS AD COURT			PARTY INVITE WINNERS
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QUALIFYING AD SALES	\$2,000+	1 YEAR \$1,500+	6MONTHS \$1,200+	3MONTHS \$800+	\$550+
INVITATION TO RECITAL CELEBRATION PARTY	✓	✓	✓	✓	✓
ADDITIONAL FREE RECITAL TICKETS (LIMIT: 8 PER SHOW)	✓ (4)	✓ (4)	✓ (2)	✓ (2)	✓ (2)
PAGES IN PROGRAM	✓ (2 full pgs.)	✓ (2 full pgs.)	✓ (2 full pgs.)	✓ (1 full pg.)	✓
FEATURE IN COURT	✓	✓	✓	✓	
EARLY ACCESS TO TICKET SALES	✓	✓	✓	✓	
BACK COVER PICTURE ON PROGRAM	✓				
OPENING PRESENTATION @ RECITAL	✓	✓	✓	✓	
PRESENTATION OF FLOWERS	✓	✓	✓	✓	
PRESENTATION OF TROPHY	✓				

Ad Contest Guidelines

- Participants in the Ad Contest must submit **all ads and money** by February 19th @ 6:00pm. Everything should be turned in online.
- Each ad must be on a separate online form.
- We have a payment process set up online. **Payment must be turned in with an ad or you will not be eligible for the ad contest.**

What if I don't want to sell ads and just want to purchase a picture in the book?

Program Pictures

- Every child participating in the recital is **required** to have at least **1 picture** in the program.
- If ads are not submitted with payment by February 19th your account will be charged \$125.00 (for 1 picture).
- Pictures will be taken at the studio by a professional photographer. Pictures will be taken in child's recital costumes. ATOC will select the pictures for the program
- The cost of the picture is for one child only. For each additional child in the picture please add \$20.00..

Prices: These fees are due no later than February 19th @ 6:00pm

- 1 Picture: \$ 125.00
- 2 Pictures: \$225.00
- Full Page: \$360.00

Frequently Asked Questions:

- **Is there a difference between Ads and the Program Pictures?**
Yes! The Program photos are in the front of the program with the presentation of the students. The ADs can include photos of your dancer with special messages or can be advertisements from businesses.
- **Can I turn my Ads in person?**
No, all forms must be submitted online through the links on page 1
- **What if I have more than 1 child can they share the picture?**
Yes! If you have siblings take dance they can share the photos in the program for an additional \$20 per child.
- **Can I receive more than 1 full page if I pay more than \$360?**
No, the only people that will receive more than 1 full page in the program part of the book are people that sell over \$1,200 worth of ads. There are other incentives to sell more than a full page of ads please refer to the pages above for those.
- **What if I submit my own pictures for my ads do I still have to pay the \$20 to be added to the ad?**
Yes, any photos added to the ads must pay \$20 per photo.
- **If I want to make my own Ad or business card how should it be submitted?**

PDF or JPEG, anything submitted must be PDF or JPEG.