



Recital Program -Pictures/Ads

Deadline - Monday, January 27th @ 6:00

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

Our 2020 recital is on its way! We are planning our 33rd annual program "Dream in Color". A Touch of Class Performing Arts takes great pride in producing a beautiful and unique program. The full color 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 program and will receive one free program. Additional programs may be purchased at the recital.

Sample programs are in the lobby to view. All ads and program photo forms are due now later than Monday, January 27th @ 6:00. NO ads for no exception will be taken after that date and time. ATOC will be hosting our 3rd Cover Girl and Court Reveal Party on Friday, March 6th at 6:00 pm. All students that sell more than \$500.00 in ads will be invited to attend.

Please email if you have any questions to atocadinfo@gmail.com

Program Pictures

- Every child participating in the recital is **required** to have at least **1 picture** in the program.
- If money or ad is not turned in by deadline your account will be charged \$80.00 (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. If 1 picture is purchased your child will only be allowed to take in one costume. If 2 pictures are purchased your child will be allowed to take in two costumes.
- Cost of pictures is for one child only. For each additional child in the picture please add \$20.00 per picture.
- **Prices:** These fees are due no later than January 27th @ 6pm
 - 1 Picture -- \$80.00 – **after January 27 -- \$90.00**
 - 2 Pictures -- \$150.00 –**after January 27 -- \$165.00**
 - Full Page -- \$275 – **after January 27 -- \$300.00**
- ***You may sell ads (personal or business) to defer pictures costs. See below for more information on ads.**

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 of credit you receive.**
- Ads may be personal ads for your dancer or business ads.
- See office or previous years books for examples. Book are located in the lobby and the office.
- **Prices:**

- Full Page \$300.00
 - 1/2 Page \$200.00
 - 1/4 Page \$125.00
 - 1/8 Page \$90.00
 - 1/16 Page \$70.00
 - Shout Out Message \$40.00 max 25 words
- **All ads must be turned in digitally by emailing atocadinfo@gmail.com****
- Pictures of your dancers may be added to ads (1/4 Page - Full Page Only) for \$20.00 per picture.
 - Remember ads sales defer the cost of your child's pictures in 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 1/2 page ad and a shout out, your total would be \$250.00. You now have \$200.00 of credit to use toward your program picture fee.
 - Each ad must be turned in with the proper form filled out. No exceptions.
 - Please turn all ads in **together** by deadline.
 - ATOC cannot ensure ads will be in program if not turned in properly by deadline. Ads will not be accepted after January 27th @ 6pm. No exceptions.

Incentives

- **Sell \$500 in ads and receive 2 additional Free tickets to the recital and the student is invited to the Cover Girl/Court Reveal Party on March 6th @6pm.**
- **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 2019-2020 Dance Season.

Scholarship Program

- **1 Year Scholarship**
 - (September – May only *does not include August)
 - Selling \$1200 or more in ads
 - Will also receive 2 full pages of pictures in program.
 - 4 Additional Free Tickets to Recital
- **6 Month Scholarship** (September - February)
 - Up to \$45.00 per month
 - Selling \$1050 or more in ads
 - Will also receive 2 full pages of pictures in program.
 - 2 Additional Free Tickets to Recital
- **3 Month Scholarship** (September - November)
 - Up to \$45.00 per month
 - Selling \$600 or more in ads
 - Will also receive 1 full page of pictures in program.
 - 2 Additional Free Tickets to Recital

*****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 via the reveal party on March 6th @ 6:00 pm 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 2018-2019 Ad Court.
- **Our Top 10 Winners will have a chance to get their tickets to our 2019 Recital the day before tickets go on sale to the rest of the studio.**
- **In the recital, the court will be featured in our opening routine and will be presented with flowers on stage. Top 5 Winners will be escorted by their fathers.**

- **BACK COVER GIRL/BOY 2017**
 - The student selling the most ads will be awarded the back cover of our 2020 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 trophy 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.

- **Ad Contest Guidelines:**
 - Participants in Ad Contest must submit all ads and money in a sealed envelope in office by deadline January 27th.
 - Please write name and total on a slip of paper inside envelope.
 - Each ad must be on a separate form, clearly written.
 - All money must be turned in with ad or you will not be eligible for ad contest. You must have correct change. The office will not be responsible for making change.
 - If these guidelines are not met you will not be eligible for ad contest.

