



Dear Parents,

It's time to officially launch our 2022 Recital Program Ad Campaign!

The program is a keepsake that your dancer will want to keep for memories! Over 1,200 programs will be handed out, free, to those attending our recitals in June. An event this size provides opportunities to generate awareness, sales and goodwill for businesses as well as support the dancers in your household and the community.

- **Personal Ads:** Placing a personal ad of love and encouragement will make the year memorable for your dancer - everyone likes being recognized in print! This can be done by purchasing a full page, a portion of a page or even a short Line Ad. You can invite siblings or grandparents to share a photo and write your dancer a special note. Perhaps your dancer wants to share thanks and good luck to their fellow dancers via a Line Ad!
- **Business Ads:** Do you own a business or does your neighbor or family friend? Consider sharing the attached letter (or send your own if you'd like to personalize) to secure a business ad. Think about home based businesses, your doctors, realtor, insurance agent, contractor or even your employer.

Attached is an ad form and a patron letter. Ads and their order forms can be brought to the studio.

**ALL KADS COMPETITION DANCERS MUST SELL AT LEAST 1 AD FOR THE RECITAL PROGRAM.**

**ADS ARE DUE BY June 1**

**Line Ads, only \$15.00, Tell your family!!** -- Your note of love and encouragement to your dancer will be printed in the Recital Program Book. **This is also a great way for grandparents and relatives who aren't in the area to send a message to their special dancer.**

**We will have extra forms at the studio if you need more!! Thank you for supporting KADS!**