

TIPS FOR SELLING AD SPACE

1. Be Prepared – Plan in advance what you want to say to the businesses.

For example: “Hi my name is _____ I was wondering if you would be interested in sponsoring me to play volleyball by purchasing an ad in our media guide. Hundreds of media guides will be distributed to local high school games and throughout our club which has over 800 families in the market areas we serve. By participating, your company will benefit by having your business name circulated and help me to continue to play and pursue my dreams.”

2. You may want to wear a shirt or something that has the LAVA logo on it.
3. Promise to return with a copy of their media guide so they can see their add

