

2018 FLL Steinert Slam Adbook Directions

All Order Forms are Due by October 20, 2018

Adbook FAQ's:

What is the Adbook? Why is it important?

Each year, as part of its Community Outreach, Team 2180 sponsors a FIRST Lego League Event in November. This year it's on November 17. The event is called Steinert Slam. FIRST Lego League(FLL) is a Robotics League for Upper Elementary/Middle School age kids. We get teams from all over the region. FLL teams compete with a Robot, a Project, and demonstration of Core Values. This year's theme is Into Orbit. As the Event sponsors, we run the competition. The Adbook is the main way for us to earn money to cover the expenses of the event and, if we sell a lot of ads, make money for our own Robotics season.

What's in my Adbook packet?

Your packet has:

- 5 printed Adbook order forms. If you need more, feel free to make copies or print more from the website link.
- A piece of paper that shows what the ad sizes are, so buyers can see what they're getting.
- A list of 5 businesses on Rt. 33 or Nottingham Way. Since everyone on the Team will be selling ads, this way the businesses won't have every team member coming in and asking for ads. These five are just for you to visit. To make it more fun, why not team up with a few other kids and hit all of your businesses as a group? Then go out for ice cream to celebrate your awesomeness! If you have a way to sell the \$50.00 in ads without visiting these businesses, please return the list so someone else can try!
- The packet is for holding all these papers, but also for you to put any completed order forms and the checks/cash you collect.

How many ads do I have to sell?

The goal is for each team member to get \$50.00 or more in ads. You don't need to just stick to your list of 5 businesses; feel free to ask family and friends who are business owners, or who just want to contribute as patrons/boosters. Leave the other businesses on Rt.33 and Nottingham Way for your team members, though, so they can sell some ads, too.

What if a buyer wants to send the ad digitally?

Collect their payment, and make a note on the ad order form that they will be sending it digitally. Tell them to send the jpeg to flladbook@gmail.com.

What if a buyer wants the first page, last page, or the inside back cover?

Get in touch with Amy as soon as you can (call or text 609-915-6315) to confirm that it's still available. Make sure to ask the buyer if a one page ad is ok if those spots are already taken (we'll refund the difference in cost, of course!)

What if I have other questions?

Ask a teammate or email Amy Stemhagen (SHRPA President) at SHRPApres@gmail.com