

# Questions and Answers for Businesses

## **What is the stadium sign fundraiser?**

It is a way for all Hanahan High School band students in good standing to sell and renew stadium sign advertisements. Stadium signs are 4' X 8' mylar plastic vinyl advertisements that support Hanahan High School. Signs will be up by the first home football game and stay up all year. They are purchased by businesses with some of the proceeds going towards the student's fair share payment.

## **How does the fundraiser work?**

Students approach businesses that do not already have a sign or have not yet renewed their sign for the year. They ask the manager/owner if they would like to advertise their business on a stadium sign that will be hung in Wylie Knight (Hanahan High) School football stadium where the games are played. Fans of football, soccer, track, and our marching band will see the sign. Students must have their contact cards signed and mailed back to the band boosters to receive credit for that sign if it is purchased. They leave their renewal or new sign information with the business.

## **How much do the signs cost?**

A new sign costs \$500. Renewals each year after are only \$300. The cost includes the maintenance of the sign and any very minor changes to the sign.

## **What do I do if I want major changes to my sign?**

Contact the committee with those changes, record them on your form, and send in your check for \$300. The committee will contact the sign maker to ask what the additional fee will be. We will in turn contact you and let you know what that fee is.

## **How much information should I put on my sign?**

A logo and 6 words is ideal. A sign could also incorporate "Go Hanahan" or "Go Hawks" which would be nice. The more simple the design, the easier it is to see from a distance.

## **May I choose where my sign is placed?**

No, placement is based on the order in which we receive your check. The sooner a business renews or purchases a sign, the better it's location.

## **How should I submit my information?**

The best method is to mail your check, renewal/new sign form, artwork or changes to the band boosters c/o Hanahan High School.

## **What is the deadline to submit orders?**

In order for our sign maker to have time to make/repair signs and to have them hung by the first home football game, the deadline has to be June 30th.

**Who should I contact for more information or if I have additional questions?**

Lynda Derrick, Stadium Committee Chair, at [lderrick3@comcast.net](mailto:lderrick3@comcast.net).

**What happens if I can't make the deadline?**

Your sign may not be hung on time.

**What types of artwork will you accept?**

The sign maker prefers a digital copy of your logo in either an email or CD. Please print any electronic artwork and submit it along with your form and check. You can also submit a business card that contains your logo.