

# ON THE TWENTIETH CENTURY

## Program Ads/Friends of the Theatre Listings Sales Requirements



Except for staffing, the budget for USC shows comes exclusively from ad and ticket sales – which is why we need YOUR help!

**All company members** are required to sell program ads and/or Friends of the Theatre listings to help produce the show. The number of program ads and/or Friends of the Theatre listings that must be sold are determined by the department in which the student is involved.

Cast	Orchestra	Crew
\$200.00	\$100.00	\$75.00

Company members who do not wish to sell program ads or Friends of the Theatre listings may make a monetary donation to the musical in place of their ad sale requirement.

***If this seems difficult:*** Look through past years' programs to get ideas of businesses that regularly advertise; talk to family, friends, and parents' friends at work — if you begin immediately, you can **easily** make your sales.

**You may meet your ad sales requirement with a combination of ads and donations.**

For example, if an orchestra member is required to sell \$100 worth of program ads or Friends of the Theatre listings and only sells two \$10 Friends of the Theatre listings (totaling \$20), they can make an \$80 donation to meet their goal.

The deadline to sell program ads and/or Friends of the Theatre listings is Friday, February 3, 2023. Any student not meeting the minimum sales requirements will receive an email statement, indicating the remaining amount that is owed.