

**2011 Breakfast on the Farm
Promotional Material Order Form**

Please submit this completed order form a minimum of 60 days prior to the date of your event to ensure delivery. The person placing order will be contacted as the materials are developed.

Person placing order: _____ Contact Phone #: _____

Email address: _____

Farm host name: _____

Date of event: _____

Invoicing instructions (name, address, email address, phone number of person responsible for paying invoice): _____

Shipping address: _____

Details to appear on promotional items:

Farm name as it should appear: _____

Contact phone number: _____

Address: _____

Directions from nearest town: _____

Ticket locations (business name and town): _____

Promotional Items

Please indicate the quantity and deadline for each item needed below.

Completed order forms should be emailed to Melissa Rogers at Greenstone Farm Credit Services, melissa.rogers@greenstonefcs.com, or faxed to her at 517-318-1259.

Promotional item description <i>(MI Farm Bureau Print Shop estimated cost by quantity; shipping not included)</i>	Quantity	Deadline
“Save the date!” business card <i>(500 = \$20; 1000 = \$28, 2000 = \$43)</i>	_____	_____
“Save the date!” postcard mailer (4” x 6”) <i>(100 = \$11; 500 = \$36, 1000 = \$68)</i>	_____	_____
“Save the date!” handout (1/3-page) <i>(500 = \$40; 1000 = \$80, 2000 = \$155)</i>	_____	_____
General promotional poster (11” x 17”) <i>(50 = \$23; 100 = \$42; \$150 = \$65)</i>	_____	_____
“Get your tickets here!” poster (11” x 17”) <i>(25 = \$14; 50 = \$23, 100 = \$42)</i>	_____	_____
Countertop acrylic display stand insert (1/3-page) <i>(250 = \$22; 500 = \$40, 1000 = \$80)</i>	_____	_____
General promotional flyer (8 ½” x 11”) <i>(500 = \$59; 1000 = \$118, 2000 = \$235)</i>	_____	_____
Ticket location flyer 2-sided (8 ½” x 11”) <i>(500 = \$104; 1000 = \$192, 2000 = \$395)</i>	_____	_____
School and day care flyer (8 ½” x 11”) <i>(100 = \$9; 500 = \$59, 1000 = \$118)</i>	_____	_____
Tickets (2” x 5.5”) <i>(2000 = \$80; 3000 = \$105)</i>	_____	_____
Placemats (11” x 17”) <i>(2000 = \$424; 3000 = \$574)</i>	_____	_____
Banner (indicate size(s) _____) <i>(3’ x 6’ = \$60)</i>	_____	_____

T-shirts – Check one: Order by county Order through mass order (see below)

If ordered through mass order, total quantity: _____

Quantity by size: _____ XXL _____ XL _____ L _____ M _____ S

Print advertisements – Check one: Yes, contact me. No, won't need.

Other (specify): _____

Farm tour brochures – The volunteer committee will create the tour brochures.
If the host farm determines they would like a brochure, a style guide will be provided.

Do you plan to develop a farm tour brochure? Yes No

How many of each item should I order?

The following are general guidelines to assist in determining how many promotional materials to order.

- “Save the date!” business cards
 - Base count on the number of events committee members plan to attend to promote the event, and the estimated attendance at each event. (Rule of thumb: 40 percent of attendees will take one.)
 - Distribute 20+ cards to each committee member.
- “Save the date!” postcard mailer (4” x 6”)
 - Base count on the actual number you plan to mail or distribute.
- “Save the date!” one-third page handout
 - Base count on the number of events committee members plan to attend to promote the event, and the estimated attendance at each event. (Rule of thumb: 40 percent of attendees will take one.)
 - Distribute 21 copies (seven sheets of three) to each committee member.
- General promotional poster
 - Order 50 to 100.
- “Get your tickets here!” poster
 - Order 1 to 2 per ticket outlet.
- Countertop acrylic display stand insert
 - Order 25 per countertop display.
- General promotional flyer (8 ½” x 11”)
 - Estimate 25 to 50 for each community event, meeting or other activity at which the breakfast will be promoted, in addition to a minimum of 10 copies for each planning committee member.
- Ticket location flyer 2-sided (8 ½” x 11”)
 - Estimate 25 to 50 for each community event, meeting or other activity at which the breakfast will be promoted, in addition to a minimum of 10 copies for each planning committee member.
- School and day care promotional flyers
 - Call the schools and day cares to acquire student counts; round up to the closest round number.
- Tickets
 - Order approximately 60 percent more than the number you expect to attend (Example: For 2,000 estimated attendees, order 3,200 to 3,500 tickets).
- Placemats
 - Base the order on the number of people to be served.
- T-shirts
 - One shirt for each volunteer assisting at the event, plus ten (rule of thumb: 10% XXL, 25% XL, 35% L, 20% M, 10% S).

Don’t forget to ask committee members and managers of the event’s ticket distribution outlets for their anticipated needs in advance of placing an order to help minimize costs!