

Pops & Pastries 2010 Merchandise Sales Report

Set up the merchandise center

- About 10 am on Saturday morning during the sound checks:
 - 2 long tables and chairs from the cafeteria in the hallway east of the gym
 - hung the display rod from the ceiling tile grid
 - hung the gold and green banner from the ceiling grid
- About 5:30 pm before the doors opened:
 - received the cash box from event chairman with \$100 seed money
 - hung jackets and sweatshirts on display rod, tagged with description and price
 - arranged t-shirts, blankets, decals, etc on the tables
 - taped price lists to the tabletops
 - Supplemented our inventory with caps, gloves and headbands from North Store
 - Displayed Jazz Band CD's—money to be kept separately from booster merchandise

Volunteers were scheduled to attend the table in shifts during performances that did not include their students. They were asked to report to the table 10 minutes prior to the performance they were covering.

During the event:

- Mr. Cleveland and Laura Dewey promoted the merchandise sale during concert remarks
- A sweatshirt and a fleece blanket were given as prizes after the 50/50 cash drawing
- Inquiries were recorded on a tablet for follow up after the event: 12 items of interest, incl. 7 pj's

As in the past, sales were best prior to the event and after the promo announcement was made.

Sales report: \$915 + vouchers collected for 51 items.. Pajama pants and knit caps were the biggest sellers.

- Sold 7 caps and 2 fleece headbands from North Store stock: **\$74.75** due to Metcom; we profited **\$15.25** from these items
- Orders to be placed for customers + minimal restocking (optimize for embroidery costs)

NEXT YEAR:

- Probably only need one person to attend the table during performances; have 2 or three on hand at the beginning and during the breaks...these people should be in place just before a performance ends, and they could leave when the next performance begins.
- Promotion idea: Ask students to walk the crowd and show or model items; "parade of band wear" during a set change?
- Review merchandise inventory and optimize before event OR plan to take orders on site

Event volunteers included: Diane Griffith, 313-640-9946
Tom & Annie Warnez, 313-884-2667

Kim Ciaravino, 313-886-1602
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