**PREPARATION:**

The station will be airing a special series of features addressing farm safety issues. Sponsorship of these features provides an ideal opportunity for farm-oriented advertisers to express their concern and support for the safety and welfare of their farm neighbors and customers.

* Make up a list of all the prospects you intend to call: insurance agents, banks and other financial institutions, implement and equipment dealers, bin and building contractors, coops, etc. Having a list of each business name, decision-maker’s name (if you know it), and telephone number, helps you stay organized both for making presentations and for keeping track of sales.
* Print out the sample script pages so that you have handy as many copies as you’ll need for the number of prospects you intend to call.
* Next – before you call a prospect, be sure you’ve filled in the blanks completely to customize the script for his business! Ask yourself, *“Why should this business sponsor the series? What’s in it for him?”* By answering these questions ahead of time, you can write better demo copy and be better prepared for each call. If you can’t do this satisfactorily based on your knowledge of the business, Google the business, check old copy files, etc. Remember: the better your sponsor’s copy, the more effective it will be, and the more likely you’ll be to make the sale.
* Have a portable device on which you can play at least one sample feature; make sure that the demo is cued up and ready to play.

**PRESENTATION:**

Keep your presentation to the decision-maker short, simple, and to the point . . . something like this:

 *“We’re running a special Farm Safety series, and I thought you’d like to hear what I’ve put together for you . . . are you ready?”* (PLAY SAMPLE FEATURE. THEN READ SPONSOR DEMO COPY.)  *“. . .That’s how it will work. We play a feature, followed immediately by your ad. And we’ll be rotating 21 different features from \_\_\_\_\_\_\_ to \_\_\_\_\_\_\_. I can run that for you once a day (7 times) for $\_\_\_\_\_\_\_, twice a day (14 times) for $\_\_\_\_\_\_\_, or three times a day (21 times) for $\_\_\_\_\_\_\_.”*  (SAY NO MORE; LET CLIENT DECIDE.)

Always be sure to *thank* clients – those who buy, for their participation; those who don’t, for their consideration – and leave the door open for your next call!

*Here are some sample sponsor tags and scripts to get you started. Customize them for your prospects and clients by filling in the blanks with the appropriate information, gleaned from past ad copy, newspaper ads, web searches, and your own personal experience with or knowledge of the business.*

**:05-:10-SECOND SPONSOR TAGS**

1. This Farm Safety reminder brought to you by the people at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, where you’ll find (product/service) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ takes this opportunity to remind growers throughout the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ area to *think* safety and *practice* safety! That’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!
3. Your friends at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ urge you to do everything you can to make your farm operation a safe one! And thanks, from everyone at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!

**:30-SECOND SPONSOR SCRIPTS**

1. This Farm Safety reminder brought to you by the people at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, because they *care* about your safety! \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reminds you that safe practices DO pay off! Today, the death rate for agriculture is much lower than it used to be, but farming is still a dangerous occupation. So please, make safety a priority on YOUR farm! . . . A message from \_\_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, (add a customized positioner or product line) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. This Farm Safety reminder has been brought to you by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Your friends at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are concerned about farm safety, because they know that agriculture is one of the nation’s deadliest occupations. One mistake can lead to serious injury, or even death! That’s why \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ takes this opportunity to remind growers throughout the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ area to *think* safety and *practice* safety! That’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_, (add a customized image or product line) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_!
3. This Farm Safety reminder has been brought to you by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The people at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ urge growers throughout the area to take time to identify and eliminate potential safety hazards. Examine your outbuildings and equipment, and make sure your people understand the importance of safe practices! \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ reminds you that a policy of safety first protects your livelihood and your loved ones! That’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.