



D.A.R.E. Fairs

Gift Fairs or D.A.R.E. Fairs are a convenient, hassle free way for the local D.A.R.E. officer to raise funds for local programs. All the D.A.R.E. officer needs to do is provide us with a suitable location to host the event, preferably a location with lots of staff and traffic like a hospital or large government building. A Gift Fair typically generates about \$3,000 to \$5,000 in turnover. 10% of all proceeds will go directly to the D.A.R.E. program that provided the lead.

The Independent Premier Books Direct Distributor will handle all details of the Gift Fair from start to finish. He or she will set up the display, man the sale and leave the site clean and tidy afterwards.

The Fair can last anywhere from 4 hours to two days. Posters detailing dates, times and locations can be placed in break rooms or bulletin boards about a week before the event. Flyers are also recommended for employee mailboxes or as stuffers for newsletters or payroll envelopes.

Most successful Gift Fairs are scheduled close to paydays or pay weeks. They should take place during times when employees of all shifts can participate.

For a Premier Books representative in your area please call Al Bessada at 1-877-625-4766, extension 227.

