

Providence Grove High School Band Boosters, Inc.



Non-Profit Organization / 5555 Mack Lineberry Road / Climax, NC 27233 / Tel. (336) 685-0728 / Fax (336) 685-0731

May 2011

Dear Band/Colorguard Student:

To those of you returning Band students, I look forward to seeing each of you in August. To those new students joining our band program for the first time, let me say "Welcome!" I am glad you have chosen to further your band career at PGHS. I think you will find that this will be a rewarding experience as you begin your high school years.

As many of you are aware, the marching/symphonic Band and Colorguard programs at Providence Grove will be hosting their second annual marching band competition on November 5, 2011. Your involvement is critical to the success of this fund-raiser. One of the first things you can do to support your organization is to participate in our new sponsorship program. The program is simple: you approach businesses, and organizations to ask if they would like to advertise in several different venues which will showcase their organization. Also, you can approach family and friends to request that they support you and the Band/Colorguard program at PGHS.

I have assembled a sponsorship package which will help you in your efforts. Included in this package are the following:

**(1) Who is a Sponsor?** – This is to get you thinking about who you can ask to advertise or sponsor the Band/Colorguard program. After reading it, list some potential individuals, businesses and organizations that you would like to approach.

**(2) Sample Letter** – This is a letter you can send to potential advertisers and/or family members. Make copies if you'd like, and be certain you **sign your name at the bottom**. While a letter works well in some circumstances, historically, personal visits to businesses and organizations have proven to be more effective. If you would like to receive an electronic copy of this letter, please e-mail me at: [tammydel65@yahoo.com](mailto:tammydel65@yahoo.com).

**(3) Levels of Sponsorship/Benefits of Sponsorship** – This is information you need to share with the person(s) you are approaching for advertising or trophy sponsorship. Read over it carefully before you go to see your first person! You will be able to sell advertising more effectively if you know what you are selling.

(4) **Ad Sizes** – Template of the size of ads we are offering for the competition booklets and concert booklets.

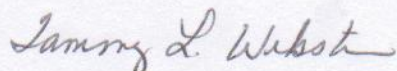
(5) **Order Form** – When you make the sale, this form needs to be completed. Familiarize yourself with this form prior to your first sale. If possible, collect the order form, artwork (if applicable) and money when you take the order. If you leave the order form with the advertiser/sponsor, make a note of it so you can follow up at a later date. The customer keeps the pink copy as his record of the transaction. Order forms, checks and artwork will be collected the first week of band camp.

(6) **Sample of Concert Booklet** – If your potential advertiser/sponsor would like to see a sample of a past concert/competition booklet, send an e-mail request to [tammydel65@yahoo.com](mailto:tammydel65@yahoo.com).

As mentioned above, your participation in this fundraising during the summer will directly impact the quality of Band/Colorguard program you will have in the upcoming year. This is a band program fundraiser, not just a marching band fundraiser. **All band students will benefit from the funds raised; therefore the Band Boosters encourage you to set a personal goal of obtaining at least \$100 in advertising/sponsorships before you return to band camp in August.**

Thank you for your participation!

Sincerely,



Tammy L. Webster  
Sponsorship Chairperson  
PGHS Band and Colorguard

*"Music expresses feeling and thought, without language; it was below and before speech, and it is above and beyond all words." – Robert G. Ingersoll*