

Instructions for Band Program Ads and Sponsorships

The Band's Concert Program is distributed, free of charge, at all concerts during the school year. In addition to pictures of the Band and information about its members, the Program also contains advertisements from local businesses and parents. The sale of these ads is a great way for your student to raise money that will defray your financial obligations to the Band. **The student's Band account will be credited with 50% – 60% of the ad revenue that he/she sells, depending on the Band's printing cost.** *Ana Nazarian is the parent volunteer in charge of the Concert Program. Her contact info is listed below.*

Options for Ads/Sponsorship Sales:

- **Local Business Ads:** These are black and white ads of varying sizes (business card, ¼ page, ½ page or full page). A company should submit an electronic copy of its ad in a high-resolution format of at least 300 dpi or better. Acceptable files include: PDF, JPG, PNG, EPS and PSD. Email the file to Ana Nazarian, wpbandprogram@gmail.com. We request the digital format of the ad be the actual size of the ad that you are purchasing. Two business cards are required for business card ads.
- **Student Dedication Ads:** Parents may purchase ads (¼, ½ or full page) as a dedication to their student or student's section. The same formatting and resolution requirements listed above apply to Student Dedication Ads.
- **Sponsorships from local businesses or families:** Sponsors are financial donors listed together on a single page in the program, according to the contribution level.

It's Easy !!!

Steps for Selling a Band Program Ad:

- 1) Upon initial contact with a business, provide the cover letter and order form. It is helpful to show potential advertisers a copy of last year's Program. Copies are available in the band room.
- 2) Once a company has agreed to purchase an ad or sponsorship, fill out the order form and obtain a signature from the company representative. The order form may also be used for Student Dedication Ads and Sponsorships.
- 3) In one envelope labeled "Program Ad/Sponsor Sales," please submit the order form, a check payable to "WPHS Band," and a hard copy of the ad. The digital version of the ad should be emailed to Ana Nazarian, wpbandprogram@gmail.com. **Include the student's name and advertiser's name in the subject line (i.e. re: John Smith, Acme Supplies, Inc.).**
- 4) Please submit all forms, ads, and payments by ***Friday, September 6, 2019.***
- 5) Forms are available on the Band's website (winterparkhsband.com) for additional copies.

Note: A "Do Not Call" list of advertisers who have been solicited in past years by current band students is on the back of this page. Due to existing relationships with a specific student, these companies should not be contacted by another student or parent. Thank you!

Questions?

Contact Ana Nazarian at wpbandprogram@gmail.com or call 407-325-6167

2019 Do Not Call Advertiser List

Advertiser	Student
4 Rivers Smokehouse / The Coop	Adam Maulfair
Aloma Eye Associates	Adam Maulfair
Bud Mudd's Pool & Patio	Joshua McPherson
C. Scott Schmitt, DMD, MS, pa	Charlie Schmitt
Coco's K9 Kravez	Nicholas Speir
David L. McIntosh, DMD Orthodontics	Adam Maulfair
Florida Hospital - Winter Park Memorial Hospital	Adam Maulfair
Fuller Chiropractic	Adam Maulfair
Insurance Offices of America	Mary Nazarian
KTH Architects	Topher Adams
Lamar Design, Inc.	Adam Maulfair
Leading Edge Title	Joshua McPherson
Maitland Vision Center	Charlize Stone
MEP Realty Investments	Topher Adams
Metropolis Graphics	Jack Robinson
Mini Me Homespun Crafts/The Chicken Coop Tutoring Services	Samantha Matter
Remax 200 - The Acker Team	Joshua McPherson
That Organizer	Mitchell Reid
Winter Park College Consultants	Charlie Schmitt