

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 Band families. 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 60% of the ad revenue that he/she sells, depending on the Band's printing cost.** *Julie Capps is the parent volunteer in charge of advertising in 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 **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 Dedications:** Parents and other family members of any grade level student may purchase ad space (¼, ½, or full) as a dedication to their student or student's section. The same formatting and resolution requirements listed above apply to Student Dedication Ads. A great way to honor your student, especially Seniors, and 60% goes back to you as fundraising credit!
- **Sponsorships from local businesses or families:** Sponsors are financial donors listed together on a single page in the program, according to the contribution level. If you know someone who would like to donate to the Band but does not own a business, this is a great way for them to show their support.

It's Super 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 Julie Capps, **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 9, 2022**.
- 5) Forms are available on the Band's website (**winterparkhsband.com**) for additional copies.

Questions?

Contact Julie Capps at wpbandprogram@gmail.com or call 704-258-3306