



Sell an ad or sponsorship over summer break for the 2023-24 Winter Park Band Concert Program and save money on your band participation fees.

What is the Winter Park Band Concert Program?

The Winter Park Band Concert Program features pictures of the Band as well as information about the band's instructor and members. The program is distributed free at all concerts throughout the school year and includes local business ads, student dedications and sponsorships purchased by local businesses and families.

Who typically buys an ad or sponsorship in the Concert Program?

The Concert Program has previously featured a diverse range of advertisers including local dentists, real estate agents, interior design companies, restaurants, clothing stores, insurance agents and construction companies. Any Band parent can also purchase ad space to promote their business.

How does selling ads benefit me or my student?

Besides providing direct financial support to Winter Park's wonderful Band program, any ad sold by your student can help defray your financial obligations to Band. Once payment for the ad is received, 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.

What is the window for selling ads for the 2023-24 school year?

So that the Band Program can be printed and ready for distribution by the Band's first concert, ad space can be sold through Friday, September 15, 2023. Band members are encouraged to take advantage of the lighter schedule of summer break and use that time to reach out to potential advertisers in the local community.

How do I learn more information?

Students will be provided an advertising packet during summer Band camp. If you wish to access information earlier, advertising packets can be found on the Winter Park Band website under the [Band Boosters tab](#).

Have additional questions? Contact **Julie Capps**, Program Ads & Sponsors Coordinator at 704-258-3306 or wpbandprogram@gmail.com.

Instructions for Band Program Ads and Sponsorships

Supporters of the Winter Park High Band Program have two options for presence in the band program:

Option 1: Placement of a single business or student dedication ad in the band program

Option 2: Listing by name/company on the *Friends of the Winter Park Band* sponsor page

Option 1:

- **Local Business Ads:** These are black and white ads of varying sizes promoting local businesses. Ad size options include business card, $\frac{1}{4}$ page, $\frac{1}{2}$ page or full page.
- **Student Dedications:** Parents and other family members of any grade level student may purchase ad space ($\frac{1}{4}$, $\frac{1}{2}$, or full) as a dedication to their student or student's section. This is a great way to honor your student, especially Seniors, and 60% goes back to you as fundraising credit!

Option 2:

- **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 do not own a business, this is a great way for them to show their support.

Steps for Selling a Band Program Ad:

- 1) When visiting a business to solicit an ad purchase, consider taking a copy of last year's band program to show as an example. Copies are available in the band room.
- 2) If the owner of the business is busy and unable to speak to you at that time, consider leaving the letter enclosed in this packet that explains the program so they can learn more. This letter is found on the Winter Park High School Band letterhead.
- 3) If a business or individual agrees to purchase an ad or sponsorship, ask them to please fill out the order form and sign. The order form may also be used for Student Dedication Ads and Sponsorships.
- 4) Please return the completed order form to the band room. If the advertiser is paying by check, please paperclip the check to the order form. If they are paying by credit card, someone will contact them with a secure link for payment. The advertiser can also provide a hard copy of the ad or email a digital version of the ad to Julie Capps at wpbandprogram@gmail.com. If they need an ad created by the program's graphic designer, they will be contacted upon receipt of the order form and payment.
- 5) Please submit all forms, ads, and payments by **Friday, September 15, 2023**.
- 6) Additional Ad Order Forms are available on the Band's website (winterparkhsband.com).

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

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



Winter Park High School Band Advertising/Sponsorship Order Form

All ads and payment due by Friday, September 15, 2023

Student(s) to receive credit for this sale: _____

Student(s) indicated above will receive up to 60% credit for the ad purchase price, dependent upon program printing costs.

Account Information

Advertiser/Business Name: _____

Contact Person: _____

Address: _____

City: _____ State _____ Zip: _____ Phone: _____

Email: _____

Ad Options

Supporters of the Winter Park High Band Program have **two options** for presence in the band program:

Option 1: Placement of a single business or student dedication ad in the band program

Option 2: Listing by name/company on the *Friends of the Winter Park Band* sponsor page

Please indicate your choice by choosing from one of the options offered below:

Option 1: Print Ad

Ad Size Selection (please check one)

	Ad Size	Ad Cost
<input type="checkbox"/>	Black & White Full Page (8 ½ x 11)	\$325
<input type="checkbox"/>	Black & White Half Page (8 ½ x 5 ½)	\$175
<input type="checkbox"/>	Black & White Quarter Page (4 ¼ x 5 ½)	\$100
<input type="checkbox"/>	Black & White Business Card	\$65

Please indicate below whether you will supply your own creative or you need your ad created by our graphic designer.

- I have a creative I can email that should run as my ad
- I need my ad created by the program's graphic designer

Option 2: Sponsorship

Sponsorship Level Selection (please check one)

	Sponsorship Level	Sponsorship Cost
<input type="checkbox"/>	Piano	\$5 - 24
<input type="checkbox"/>	Mezzo-Piano	\$25 - 49
<input type="checkbox"/>	Mezzo-Forte	\$50 - 99
<input type="checkbox"/>	Forte	\$100 - \$249
<input type="checkbox"/>	Fortissimo	\$250 and above

Please indicate below what individual name or company name should appear in the Band Program:

Payment Options

Supporters of the Winter Park High Band Program have **two options** for payment: Pay by check or by credit card.

Please note: Failure to submit payment may result in withholding the ad from the program.

- Paying by check (check attached with form). Please make checks payable to: **Winter Park High School Band**
- Paying by credit card (a secure link will be emailed to you once this form is submitted).

WINTER PARK HIGH SCHOOL BANDS

Winter Park High School • 2100 Summerfield Road • Winter Park • Florida • 32792 • 32792

Michael Clemente, Director of Bands Daniel Smith, Associate Director of Bands

“Sound of the Wildcats” 2023-24 Program Advertisers and Sponsors

The **Winter Park High School Band Program** is an award-winning group of talented musicians. The Bands consists of the Wind Ensemble, Symphonic Band, Concert Band, Jazz Ensemble, Freshman Jazz Band, Guard, and the “Sound of the Wildcats” Marching Band. With the strong support of the parents, teachers and high school staff, they are accomplished “musical ambassadors” for our community.

We would like to invite you to **advertise your business** in the **2023-24 Concert Program** and show your support for the hardworking students who make up the heart of the Winter Park High School Bands.

You can also show your support by becoming a sponsor. Sponsors receive one-line recognition in our Concert Program under the appropriate Sponsor level.

Advertising in our Concert Program offers your business many benefits:

- Special recognition of your business in our program at all four of our Band concerts.
- A way to support the positive relationship between high scholastic achievement and music.
- Effective advertising to the 140+ band members, their families, friends, school personnel and members of the broader Winter Park and Maitland communities. Our WPHS Concert Program will be distributed at each of our concerts throughout the 2023-24 school year.

The deadline for Ads and/or Sponsors is Friday, September 15, 2023.

Please complete the Advertising Order Form. If you have any questions, please contact the student representative listed below.

Band Student Name _____ Phone _____

Thank you for your support!

Sincerely,

Michael Clemente
Director of Bands

WINTER PARK HIGH SCHOOL

2023 Do Not Call Advertiser List

These are advertisers who have previously signed an ad contract with the listed student. We would prefer that same student reach out to the company again this year.

Advertiser	Student
America's Money Source	Jhayla Mitchell
Antonella's Pizza	Gabriella Paradiso
Arthurs Catering	Benjamin Visconti
barre3 Winter Park	Antonia Kest
Bear Team Real Estate	Aiden Dennis
Beattie Ortho	Kyle Schaefer
Blaney Engineering	Jacob Blaney
Boardwalk Pizza	Kiera McKinnon
Catherine King DDS	Jacob Hodges
Certified Best Roofing	Liam Clisby
Contender Roofing	Jake Somers
County Argyle	Colin Hetz
DeLoach Engineering	Ben DeLoach
Eclips Salon	Landon Genovese
Eye Associates of Winter Park	Lilah Storch
Florida One Real Estate	Hayden Traynor
First Institute	Alyson Rodriguez
Full Sail University	Taylor Ribaric
FYSO	Jacob Blaney
Grill Sabor Latino	Liam Clisby
Jennifer Ortega DMD	Kyle Schaefer
Keepsake Floral	Peyton Adkinson
Kest Law Firm	Antonia Kest
Lake Baldwin Dental	Taylor Ribaric
Lawton Orthodontics	Jacob Blaney
Marsillo Chiropractic	Liam Clisby
Masterpiece Design Group	Jacob Scanlon
Mellow Mushroom	Kyle Schaefer
MenuSelect Inc.	Caleb Jones
MTB Engineering	Jacob Blaney
Nonno's	Gabriella Paradiso
Perfect Sky Production	Ethan Osborne
Phil Kean Design Group	Sebastian Amador
Proteam Design Group	Peyton Adkinson
RB Services	Kyle Schaefer
Saturday Models	Jacob Scanlon
Strickland Associates	Emily Strickland
The Winter Park Playhouse	Kyle Schaefer

Versalis Group
Vital Ortho
VM Litigation
Winter Park Design Studio
W.M. Durham Associates

Liam Clisby
Kiera McKinnon
Silas Vincent
Gabriella Paradiso
Jake Somers