



Sell an ad or sponsorship over summer break for the 2022-23 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 2022-23 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 9, 2022. 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 [juliedcapps@aol.com](mailto:juliedcapps@aol.com).