

Instructions for Band Sponsorships and Student Dedications

Winter Park High School Band Students have two options for earning program credit through the **Sponsorship and Student Dedication** Program:

Option 1: Sell a **Sponsorship** to a company business or individual

Option 2: Have a friend or family member purchase a **Student Dedication**

Option 1 - Sponsorships from local businesses or families:

Sponsors make a financial contribution to the band at a selected sponsorship level. In return, the sponsor receives a designated list of benefits based on the selected sponsorship package. This can include an ad in the band concert program, a social media post and signage at WPHS football games. This is a great way for companies to get their brand in front of multiple audiences.

****Students who sell a sponsorship package at the level of Crescendo, Piano, Mezzo-Piano, Mezzo-Forte or Forte (\$125-\$1000) will have 60% of the sponsorship credited back to their band account. Students who sell a sponsorship package at the level of Fortissimo or Finale (\$2500 or \$5000) will receive a \$1000 credit back to their band account. There is no limit on how many sponsorships a student may sell.**

Option 2 - Student Dedications:

Parents and family members of any grade level student may purchase an ad space in the concert program as a dedication to their student or student's section. Sizes for the ads range from business card size up to a full-page ad. This is a great way to honor a band student, especially Seniors.

****Also, 60% of the purchase price is credited back to the student as fundraising credit! This means a student who sells a single full-page ad will receive enough credit back to their band account to almost cover their annual fair share payment of \$225, minus \$15.**

Steps for Selling a Band Program Sponsorship:

- 1) When visiting a business, please refer to the attached *Talking Points* for reasons why the Winter Park High Band could use financial support from the business.
- 2) If a business or individual agrees to purchase a Sponsorship, ask them to please fill out the Sponsorship order form and sign.
- 3) Please return the completed Sponsorship form to the band room. If the business is paying by check, please paperclip the check to the order form. If they are paying by credit card, let them know that someone will contact them with a secure link for payment. Upon receipt of the order form and payment, the business will be contacted by the Sponsorship Coordinator (Julie Capps) to request art/company logo to be used for the sponsorship.
- 4) Please submit all forms, ads, and payments by **Friday, September 27, 2024.**
- 5) Additional Sponsorship Forms are available on the Band's website (winterparkhsband.com).

Steps for Purchasing a Student Dedication:

- 1) Anyone wishing to purchase a Student Dedication should complete the Student Dedication form.
- 2) Please return the completed Student Dedication form to the band room. If the purchaser is paying by check, please paperclip the check to the order form. If the purchaser is paying by credit card, someone will contact them with a secure link for payment. Upon receipt of the order form and payment, the purchasers will be contacted by the band program graphic designer (Sherri Tyson) for assistance with building the Student Dedication.
- 3) Please submit all forms, ads, and payments by **Friday, September 27, 2024.**
- 4) Additional Student Dedication forms are available on the Band's website (winterparkhsband.com).

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



Winter Park High School Band Sponsorship Form

Payment due by Friday, September 27, 2024

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

Account Information

Advertiser/Business Name: _____

Contact Person: _____

Address: _____

City: _____ State _____ Zip: _____ Phone: _____

Email: _____

Sponsorship Package Selection

Please indicate your choice by choosing from one of the Sponsorship Package offered below:
(please check one):

**A full list of brand amplifications listed by Sponsorship Package can be found on the next page*

	Sponsorship Package	Sponsorship Cost
<input type="checkbox"/>	Crescendo	\$125
<input type="checkbox"/>	Piano	\$250
<input type="checkbox"/>	Mezzo-Piano	\$500
<input type="checkbox"/>	Mezzo-Forte	\$750
<input type="checkbox"/>	Forte	\$1000
<input type="checkbox"/>	Fortissimo	\$2500
<input type="checkbox"/>	Finale	\$5000

Payment Options

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

- 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).

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Winter Park High School Band Sponsorship Packages

Brand Amplification	Crescendo	Piano	Mezzo-Piano	Mezzo-Forte	Forte	Fortissimo	Finale
Company Listing on Wildcats Website	X	X	X	X	X	X	X
Company Listing with Link on Wildcats Website			X	X	X	X	X
Company Listing with Link & Logo (vector image) on Wildcat Website				X	X	X	X
Instagram and Facebook Recognition on The Wildcats Page		X	X	X	X	X	X
Instagram and Facebook Post/Ad of Choice on Wildcats Page			1x	2X	3X	4X	4X
Company Ad in Wildcats Weekly Band Email			1x	2X	3X	4X	4X
Company Ad in Performance Programs (Business Card)	X	-	-	-	-	-	-
Company Ad in Performance Programs (1/4 page)		X	-	-	-	-	-
Company Ad in Performance Programs (1/2 page)			X	-	-	-	-
Company Ad in Performance Programs (Full page)				X	X	X	X
Company Logo (vector image) on Practice Field Scaffolding					X	X	X
Company Logo (vector image) on Supporter Banner (School Fence during Football/Marching Season Aug.-Nov.)						X	X
Company Logo (vector image) on Drum Major Podium Banner (Halftime Show/Football Games)							X
Annual Financial Contribution	\$125	\$250	\$500	\$750	\$1000	\$2500	\$5000

Sponsorship Pitch Talking Points

Speaking directly to potential sponsors or donors can be nerve-racking, but you can do it! You will be more successful with selling sponsorships if you speak directly to a person that can decide. Ask to speak to someone who is in charge of advertising or corporate giving programs or a manager.

Getting a “no” is ok! You will probably be told no many times before you get a yes but *keep going*. Go to any businesses you already frequent, and don’t hesitate to go big - someplace that you think would never say yes. You might be very surprised!

Here are some talking points you can use to help you make your pitch. Use any or all of them and say why the program is important to you. Finally, ask for the donation or sponsorship at whatever level suits them.

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- **Top rated**: Our band members work hard to make our program top rated, earning Superior ratings on our adjudicated assessments.
 - **High quality performances**: Winter Park has more than 30 performance opportunities provided to students in each school year.
 - **Chicago Trip!!**: This year we travel to Chicago to perform, and it is a student-funded trip. Performances will be at Orchestra Hall at Symphony Center (Home of the Chicago Symphony Orchestra) and the Field Museum of Natural History as part of the National Festival of the States.
 - **Growing program with a shortage of instruments and instruments that need repairs**: Our program has grown over the past several years and we currently only have 115 instruments available for students to play and 164 participants.
 - **The county and state fund less than 10% of our budget.**
 - **WP band program means a lot to me because...**
 - **End pitch** with something like: “That’s why I’m here asking for your support through a sponsorship or donation for our band program. Thank you for your time and consideration.”



Winter Park High School Band Student Dedication Form

Payment due by Friday, September 27, 2024

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

Account Information

Contact Person: _____

Address: _____

City: _____ State _____ Zip: _____ Phone: _____

Email: _____

Student Dedication Options

Please indicate your choice by choosing from one of the options offered below:
(please check one):

	Size of Student Dedication	Cost
<input type="checkbox"/>	1/8 page ad	\$75
<input type="checkbox"/>	¼ page ad	\$125
<input type="checkbox"/>	½ page ad	\$200
<input type="checkbox"/>	Full page ad	\$350

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Do Not Call List

This is a list of ads sold by students last year. Please do not solicit with these companies and allow students who previously sold to these companies the opportunity to complete a repeat sale.

COMPANY	STUDENT
Antonella's	Gabriella Paradiso
Arthur's Catering	Matt Cambridge
Bandroom	Aiden Dennis
Beyond The Canvas	Jeremiah Randolph
Boardwalk Pizza	Kierra McKinnon
Brasfield & Gorrie	Abbey Cowan
Choices Counseling Center	Hayden Trainor
FSYO	Jacob Blaney
Full Sail	Melodee Mullins
Fuller Chiropractic	Jeremiah Randolph
Interiors on Morse	Liam Clisby
Keepsake Floral	Peyton Adkinson
Kest Law firm	Antonina Kest
Lake Baldwin Dental	Landon Mullins
Mama Godzilla	Zephyr Martin
Nonna's Italian	Gabriella Paradiso
Polish and Lash	Liam Clisby
Protean Design Group	Peyton Adkinson
Southeastern Guide Dogs	Isaac Watzman
Strickland Associates	Ryan Strickland
The Pool Specialist	Jayleen Fernandez
Vitral Orthodontics	Kierra McKinnon
VM Litigation Services	Silas Vincent