

# Rock-A-Thon 101 (or RAT 101)

Rock-a-Thon, or RAT, is the biggest fall fundraiser for the Walton Band and Orchestra. How does it work? Students sell advertisements and listings, or receive donations from local businesses, friends, and family for our annual sponsor's directory, which is published and distributed in January. As a reward for selling advertisements or collecting donations, students celebrate at an all night lock-in party held at Walton. This year's Rock-a-Thon Party will be held on Friday, September 23, 2011, beginning at 11 p.m. The rules for Rock-A-Thon are:

1. Ads and listings in last year's directory belong to the student who sold them last year. If you sell an ad or listing to someone already in the directory, the student who sold the ad last year gets the credit. If you sell an ad your freshman year, you "own" the listing to sell the next year, and the next until you graduate. However, if you choose not to sell the ad one year, you forfeit that ownership.
2. You **must** collect \$100 in listings, ads, and/or donations to qualify to attend the RAT party.
3. After the first \$100 is raised through ads/listings/donations, any additional dollar collected is split evenly between the band budget and your student account. For example, if you collect \$500 total, the first \$100 goes to the band's general operating budget, and the remaining \$400 will be split 50/50 between the band and your student account, so \$200 will be credited to your account. Student account credit may be used for trips, band camp, fees, band banquet, etc.
4. Your student account is credited as soon as you turn in your RAT ads and payments. If you want to build your student account for the upcoming trip to Hawaii, start selling on July 21st!! Student account credits carry over year-to-year so you may use credit earned this year for next year's fees. Last year, a freshman student earned enough credit from the RAT fundraiser to pay all band camp and band fees for his sophomore year!
5. You may begin turning in money to Mrs. Consolo as soon as you sell your first ad. Forms and money may also be deposited into the Band Box outside Mr. Back and Mr. Pollock's office. Please clearly label them as RAT ads or donations.
6. The deadline to qualify for RAT prizes is September 20<sup>th</sup> and the deadline to turn in money to attend the party is September 23<sup>rd</sup>. Don't wait until the last moment because the earlier you turn in your ads, the greater your chances are of winning a RAT qualification prize.
7. Outgoing 2011 senior ads are distributed to incoming freshman on a first come, first serve basis, as we may not have enough outgoing ads to cover all incoming freshmen. There will be a Rock-a-Thon table at the July 21<sup>st</sup> Mandatory Meeting where incoming freshmen may request an advertisement lead.
8. If you decide not to participate in RAT this year and have previous ads, please turn those ads back in for distribution to freshmen as soon as possible.

If you need a little help getting started . . . .

**CURRENT SPONSORS** - If a business has an ad in the directory, you **CANNOT** ask the business or patron to sponsor an ad for you! **PERIOD!** If you do sell an ad to a business that is in the directory, the credit for the sale will go to the student who sold the ad last year. The only exception is if you receive the sponsor's (business or patron) name in your packet.

**TAKE YOUR DIRECTORY** - When you do go to a business, take your directory with you. Introduce yourself and ask to see the manager (a clerk won't be the one to write a check). Tell the manager that you are selling ads and listings in a Sponsor's Directory that is used by over 400 Walton High School families to support our music program. Cobb County provides approximately 10% of our operating budget and the rest comes from parents and fundraising. The money pays for music, professional instruction, instruments, equipment, maintenance, etc.

**MANNERS** - Be sure to **SMILE** and **THANK** the business or patron for their time, regardless of whether or not they choose to become a sponsor. Any contribution, no matter how small, is appreciated.