

The Walton High School Orchestra
2016-2017 Patron Program
~ Parent/Student Information ~

Enclosed you will find the information necessary to sell advertisements for our 2016-2017 WHS Orchestra "Patron Program." Not only is this our biggest fundraiser of the year, the Patron Program is also our way to reach out to our local community and its businesses. This program not only increases exposure and audience for those who advertise with us, but also for the WHS Orchestra.

Please review this information thoroughly so that you understand the process and deadlines.

The WHS Orchestra Patron Program is in its fourth year. Our last three proved very successful, and with your help, we hope our success will continue. The Patron Program enables our students to sell WHS Orchestra concert program space in the form of advertisements to both businesses and family members and friends. Ads are sold according to size as highlighted below and detailed on the next page.

Businesses to which you sell can choose from Sinfonia (business card size), Philharmonia (half-page), Chamber (full page), or one of two **Premium** full page options: Concert Master – 4 only (full page inside or back covers) and Maestro – 6 only (front cover mention on one concert program as well as Director mention at that concert, plus a full page ad in every program).

Also, for our Friends and Family, we have a very exciting offer, the Serenade ad. This ad is specifically designed to honor our WHS Orchestra students. This ad can be any size and includes a personal message. For details, please see the "Ad Contract/Serenade" page.

If a business or family is interested in one of the Premium sponsorships, a WROG Board Member will contact them to discuss their options after the seller's form and payment has been received.

All half-page, full page and Premium sponsorships also receive additional benefits as outlined on the bottom of the next page

We publish six 8 1/2" x 11" concert programs throughout the year, one for each concert. A WHS Orchestra student's artwork will be featured on each cover.

There are approximately 70 businesses whose ads were published in last year's concert programs, who purchased their ads from current WHS Orchestra students. This means there is an established working relationship between a business and a current WHS Orchestra student. As such, these students will be given lead time in order to once again approach and sell to these businesses. After August 22, if these businesses have not been approached by that student, they will then become open to any student. A list of these established businesses will be posted in the orchestra room and on the website.

In addition, any student selling at least \$100 in ads or donations will be eligible to attend the annual WROG Event. The time and date of this event will be announced soon.

The **Final Deadline** for ads to be published in the first program is **September 1**. Ads must be dated, artwork received and paid in full by this date. As always, thank you for your support!

The Walton High School Orchestra
2016-2017 Patron Program
~ Community Information Sheet ~

Greetings to you from the Walton High School Orchestra! The WHS Orchestra is an award winning, nationally recognized high school orchestra program which has been able to provide our students with many opportunities both musically and academically. Although Cobb County provides funds for a small portion of our expenses, our booster club, the Walton Raider Orchestra Guild (WROG) continues to depend on the success of our fundraisers in order to keep costs low for our students while continuing to succeed at an award winning level.

***Won't you please help us by becoming a WHS Orchestra Patron this year
by placing an ad in our six concert programs? Thank you!***

PATRON PROGRAM SPONSORSHIP DETAILS AND LEVELS:

Your ad will run in each of our six major concert programs throughout the 2016-2017 school year. Programs are published in a black, white and gray scale with each page measuring 8 1/2" x 11". Ads are sold according to size: Business card, 1/2 page, and full page. We also offer two "Premium" sponsorship levels for those who wish to support us on a larger scale. Please refer to the following levels of sponsorship when making your decision.

PRELUDE Any size contribution less than \$125. Sponsorship includes your company or family name listed as a "Friend of the WHS Orchestra" in each of our six concert programs.

SINFONIA \$125 Business card size ad (vertical or horizontal). Sponsorship includes your company's business card design in each of our six concert programs as well as a listing on our website.

PHILHARMONIA \$200 Half-page ad. Sponsorship includes your company's ad or logo in each of our six concert programs as well as a listing on our website, and Special Sponsor Concert Night.* (See below.)

CHAMBER \$300 Full page ad. Sponsorship includes your company's ad or logo in each of our six concert programs as well as a listing on our website, and Special Sponsor Concert Night.* (See below.)

PREMIUM SPONSORSHIPS:

CONCERT MASTER \$400 Cover page ads (Inside front cover, Inside front-facing first page, Outside back cover, or Inside back cover) Sponsorship includes your company's ad or logo in each of our six concert programs as well as a listing on our website. Also included, your company's name on the WHS Orchestra Camp 2017 t-shirt, and Special Sponsor Concert Night.* (See below.)

MAESTRO \$500 Sponsorship includes one-time concert sponsorship with your company's name listed on one Front Cover plus a full page ad with your company's ad or logo in each of our six concert programs plus a listing on our website. Also included, your company's name on the WHS Orchestra Camp 2017 t-shirt, and Special Sponsor Concert Night.* (See below.)

*** SPECIAL SPONSOR CONCERT NIGHT**

All sponsors donating \$200 or more will also receive reserved seating, Director recognition and a certificate on Wednesday, September 21, 2016 at our Walton High School Symphony Concert.

**The Walton High School Orchestra
2016-2017 Patron Program
~ Advertising Contract ~
Business**

Thank you for becoming a Walton High School Orchestra Patron!

Please complete the form below. TYPE OR PRINT CLEARLY

Company: _____

Contact Name: _____

Company Address: _____

City, State and Zip Code: _____

Company Phone: _____ Company Fax: _____

Ad Artwork: Hard Copy Attached Soft File Emailed (completed form and payment submitted)

Email to: lynne.steber@gmail.com with Subject Line: "WROG Patron Program Ad – *Business Name*".

Sponsorship Level: _____ Amount: _____

*If you are sponsoring at a "Premium" level (Concert Master or Maestro), a WROG Board Member or Representative will be in direct contact with you in order to further discuss your sponsorship.

Signature: _____ Date: _____

*Please attach a business card or a clean copy or original ad for computer scanning and submit, along with payment **on or before August 30, 2016**. Payment by **CHECK ONLY!**

.PDF is preferred but .jpg or .psd is acceptable. Files should be no less than 300 dpi.

*Please make all checks payable to WROG (Walton Raider Orchestra Guild).

Dimensions for artwork are as follows:

- ✓ full page - portrait 7.5 x 10"
- ✓ half page - landscape 7.5 x 5
- ✓ business card - landscape 3.625 x 2.325

If mailing, please mail payment and original copy **NO LATER THAN August 24, 2016** to:

Patron Program
WROG
PO Box 70665
Marietta, GA 30007

Questions? Please contact Lynne Burrows at lynne.steber@gmail.com

Student Representative's Name: _____

Graduation Year: _____ **Phone (in case of questions):** _____

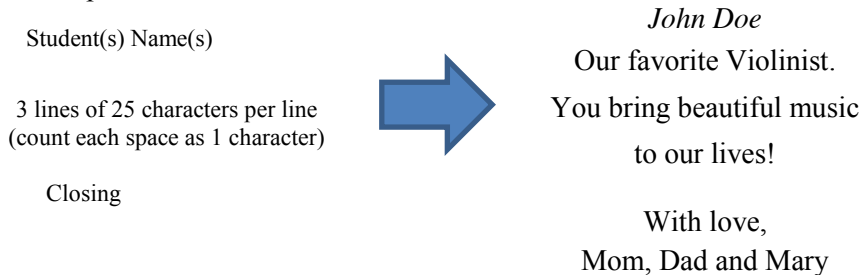
The Walton High School Orchestra
2016-2017 Patron Program
~ Advertising Contract ~
Serenade

The "Serenade" ad is designed especially for *Friends* and *Families* allowing them to personalize an ad for special WHS Orchestra student(s) to wish them luck or simply tell them how proud you are.

This ad is available in business card (\$125), 1/2 page (\$200) or full page (\$300) sizes. They are priced the same as our business sponsorships. Your ad will run in each of our six concert programs and come complete with the Walton Orchestra logo. Your student or students name(s) are included along with a closing ("Thank you", "Love", etc.) and your friend or family name.

This ad also includes 3 lines at 25 characters per line for your personal message. Of course, our Friends and Families are welcome to purchase our Premium "Concert Master" and "Maestro" ad levels as well!

Here is an example...



Serenade Order Form:

Your Name: _____

Email: _____ Phone (in case of questions): _____

Please circle: Bus. Card \$125 // Half-Page \$200 // Full Page \$300 // Concert Master \$400 // Maestro \$500

Signature: _____ Date: _____

Please submit payment on or before September 1, 2015. Payment by **CHECK ONLY**.
Please make all checks payable to WROG (Walton Raider Orchestra Guild).

If mailing, please return payment and this completed form to:
Patron Program, WROG, PO Box 70665, Marietta, GA 30007
Questions? Please contact Lynne Burrows at lynne.steber@gmail.com

Ad Copy: **PLEASE TYPE OR PRINT CLEARLY**

Student Name(s): _____

Message: 1st Line: _____

2nd Line: _____

3rd Line: _____

Closing: _____

Who is this ad from: _____

Student Representative's Name: _____ Graduation Year: _____

Selling Points

- * We are a 501c(3) corporation, so contributions to the WHS Orchestra program may be tax-deductible.
- * Ads will be published in six of our programs for the 2016-2017 Season. The programs will be printed in a black, white and gray scale on 8 1/2 x 11" pages.
- * Tell your potential sponsors they can see us on "You Tube!" Search for Walton High School Orchestra to view some of our performances.
- * These programs are distributed and seen by well over a thousand people including concert guests, family members, friends, Walton staff and Administration, Cobb County School District Staff and Administration, and other community business leaders. At least two of these concerts are performed offsite at Kennesaw State and Lassiter's Performing Arts Center.
- * Patrons who sponsor at the "Concert Master" or "Maestro" levels will also have their name highlighted on our Walton Orchestra 2017 Camp t-shirts.
- * Make sure to mention our Concert Sponsor Night. Here's the info...

SPECIAL SPONSOR CONCERT NIGHT: All sponsors donating \$200 or more will receive reserved seating, Director's recognition and a framed certificate on Wednesday, September 21, 2016 at our Walton High School Symphony Concert.

- * Our Concert dates are as follows:

WHS Symphony Concert: Wed, September 21st, TBD

WHS Fall Concert: Wed, October 5, 2016 @ Walton High School Theatre

Senior Solo Concert: Thurs, November 10, 2016 @ Kennesaw State University

WHS Winter Concert: Tues, November 29, 2016 @ Walton High School Theatre

Pre-LGPE Concert: Tues, February 7, 2017 @ Walton High School Theatre

WHS Spring Concerts: Thurs, April 27, 2017 @ Walton High School Theatre

Selling Tips

- If you have a WHS Orchestra t-shirt of any kind... Wear it! It will help you look "official" and show that you respect who you are representing.
- Come up with a "sales pitch" or a way to present the information effectively. Many of those who you approach may be busy. Rehearse your talk!
- INVITE EVERYONE TO OUR CONCERTS regardless of whether or not they buy an ad from you. It is the right and professional thing to do!
- Always say "**Thank you**" no matter what!

****Submission Guidelines****

- Go ahead and enter your name and graduation year CLEARLY on your form, make copies to have with you as you sell, and keep the original for making additional copies as needed.
- Be sure to form is fully completed and legible, collect payment and ad artwork, assemble with paper clip or envelope, and SUBMIT TOGETHER.
- START SELLING TODAY!! NO LATE SUBMISSIONS ACCEPTED. **SEPTEMBER 1 IS THE DROP DEAD DUE DATE.**