

The Walton High School Orchestra
2014 - 2015 “Patron Program”
~ Parent/Student Information ~

Enclosed you will find the information necessary in order to sell advertisements for our 2014-2015 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 is intended to not only increase exposure and audience for them, but also for the WHS Orchestra. Please review this information carefully so that you understand the procedure and meet our deadlines.

The WHS Orchestra “Patron Program” is in its second year. Our first year proved very successful, and with your help, we hope it will continue as such. The “Patron Program” enables our students to sell WHS Orchestra concert program space in the form of advertisements to corporations, businesses, family members and friends. Ads are sold according to size. Please refer to the “Ad Contract/Businesses” page to review options when selling to a business or corporation. And, for our Friends and Family, we have a **new and exciting offer**, the “*Serenade*” ad. This ad is specifically designed to honor our students. For details, please see the “Ad Contract/Serenade” page. We publish six 8 1/2” x 11” concert programs throughout the year. A WHS Orchestra student’s artwork will grace each cover.

In addition to these concert program ads, we also offer two types of “**Premium**” sponsorships for those businesses and/or families who wish to advertise or contribute on a much larger scale. They are as follows...

Cover ads: A sponsor may purchase one of three cover page ads. Those full page ads will be placed on the inside and/or back covers of our programs.

WHS Orchestra Concert Sponsor Ad: This ad highlights the sponsor’s name on the front cover of one specific concert’s program and includes a full page ad in each of the six programs. If a business or family is interested in one of these sponsorships, a WROG Board Member will contact them to discuss their options and associated fees after the seller’s form has been submitted to school.

There are approximately 60 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 26, 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 11.

Ads must be dated, received and paid in full by this date. As always, thank you for your support!

The Walton High School Orchestra
2014-2015 “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 or 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 2014-2015 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. Ad sizes include business card, 1/2 page and full page with prices set accordingly. 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 donation up to \$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. * (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. * (See below.)

PREMIUM SPONSORSHIPS:

- * **CONCERT MASTER** *\$400* Cover page ads (Inside front cover, 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: WHS Orchestra car magnet and WHS Orchestra t-shirt. * (See below.)
- * **MAESTRO** *\$500* Sponsorship includes one time concert sponsorship with your company's name listed on one front cover and 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: WHS Orchestra car magnet and t-shirt and Director's choice WHS Orchestra CD or DVD. * (See below.)

*** SPECIAL SPONSOR CONCERT NIGHT**

All sponsors donating \$200 or more will also receive reserved seating, Director's recognition and a framed certificate Wednesday, October 1, 2014, 8 pm at our Walton High School Symphony Concert to be held at Lassiter High School's Performing Arts Center.

The Walton High School Orchestra
2014-2015 “Patron Program”
~ Advertising Contract/Business ~

Thank you for becoming a Walton High School Orchestra Patron!

Please complete the form below...

Company: _____

Contact Name: _____

Contact Email Address: _____

Company Address: _____

City, State and Zip Code: _____

Company Phone: _____ Company Fax: _____

* 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 clean copy of ad for computer scanning.

Please submit payment on or before September 11, 2014.

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

If mailing, please return payment and original copy to:

Patron Program

c/o Mrs. Lynne Steber

3990 Tall Pine Drive

Marietta, GA 30062

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

Student Representative’s Name: _____

Graduation Year: _____

The Walton High School Orchestra
2014-2015 "Patron Program"
~ Advertising Contract/ "Serenade" ~

This year, the WHS Orchestra will be offering a new form of advertising designed especially for our "Friends and Family"!

The "Serenade" ad allows you to personalize an ad for your special WHS Orchestra student or students! You can wish them luck or simply tell them how proud you are. Here's how it works...

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 Family" are welcome to purchase our **Premium** "Concert Master" and "Maestro" ad levels as well! Thank you!

Here is an example...

STUDENT NAME(S)
3 lines of 25 Characters
per line...
Please count each space as 1 character.
CLOSING,
YOUR FRIEND OR FAMILY NAME

"Serenade" Order Form:

Your Name: _____

Email: _____ Phone Number: _____

Please circle: Business Card (\$125) 1/2 Page (\$200) Full Page (\$300)

"Concert Master" (\$400) "Maestro" (\$500)

Signature: _____ Date: _____

Please submit payment on or before September 11, 2014.

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

If mailing, please return payment and this copy to:

Patron Program, c/o Mrs. Lynne Steber, 3990 Tall Pine Drive, Marietta, GA 30062

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

Ad Copy...

Student's Name(s): _____

Message: 1st Line: _____

2nd Line: _____

3rd Line: _____

Closing: _____ Who is this ad from: _____

Student Representative's Name: _____ *Graduation Year:* _____

Selling Points...

- * Ads will be published in six of our programs for the 2014-2015 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 Orchestra.
- * 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. 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 2015 Camp t-shirts.
- * We are a 501c(3) corporation, therefore, contributions to the WHS Orchestra program may be tax-deductible.
- * Make sure to mention our Concert Sponsor Night! Here's the info...

SPECIAL SPONSOR CONCERT NIGHT:

All sponsors donating \$200 or more will also receive reserved seating, Director's recognition and a framed certificate Wednesday, October 1, 2014, 8 pm at our Walton High School Symphony Concert to be held at Lassiter High School's Performing Arts Center.

- * Our Concert dates are as follows:
 - WHS Symphony Concert: October 1st, Lassiter High School PAC
 - WHS Fall Concert: October 14, Walton High School Theatre
 - WHS Winter Concert: December 3, Walton High School Theatre
 - "Senior Solo" Concert: December 12, Kennesaw State University
 - Pre LGPE Concert: February 9 and 12, Walton High School Theatre
 - WHS "Send Off" Concert: March 23, 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 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!