

Walton High School Orchestra 2017-2018 Patron Program

~ Parent/Student Information ~

Welcome to the Orchestra's most important fundraiser of the year: the Patron Program. Not only is this our biggest fundraiser of the year, but also, this is how we 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.

IMPORTANT: Any student that sells at least \$100 in ads or donations is eligible to:

*Attend the annual WROG Event! This year's event is bowling sometime in September. Date/time and location to be announced.

*Earn money in a student orchestra account. Money raised after meeting a minimum of \$100 in ad sales will be "split 50/50" with half put in that student's account. For instance, if your student sells \$200 in ads, the first \$100 goes entirely to the orchestra account. But, of the next \$100, \$50 is put in the orchestra account and \$50 is put in a "student account". And if you have a younger sibling in orchestra, that student account can rollover to them. This is a great way to pay for expenses such as:

- *annual tuxedo rental
- *end of season banquet tickets
- *travel costs for competition
- *travel costs for a future international trip

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\*\*The Patron Program enables our students to sell WHS Orchestra concert program space in the form of advertisements to:

- \*corporations
- \*local businesses
- \*family members, friends & neighbors.

\*\* When selling to a business or corporation: ads are sold according to size and location. Please refer to the "Ad Contract/Business" page to review options.

\*\*For businesses or families who wish to advertise/contribute on a large scale, we have our Premium Sponsorships:

1. Cover Ads: a full-page cover ad placed on the inside and/or back covers of the programs.

2. WHS Concert Sponsor Ad: this is the front cover ad for one specific concert program and includes a full-page ad in each of the seven programs. If a business or family is interested in one of these sponsorships, a WROG Board Member will contact them to discuss options and associated fees after the seller's form has been submitted to school.

\*\*When selling to your Friends, Family & Neighbors: we offer the Serenade ad. This ad is specifically designed to honor our students. For details, please see the "Ad Contract/Serenade" page.

\*\*We publish seven 8 1/2" x 11" concert programs throughout the year. A WHS Orchestra student's artwork will grace each cover. Every ad will be in each of those six programs.

Last year, approximately 66 businesses 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. The established sponsors are posted on the Orchestra Website under the Sponsors link.

After Thursday, August 10<sup>th</sup>, if these businesses have not been approached by that student to renew their sponsorship, any orchestra student can contact them to try and sell an ad. A list of business who purchase sponsorships prior to August 10<sup>th</sup> will be posted in the orchestra room and on the website.

**The final deadline for ads to be published in the first program is August 31<sup>st</sup>.  
Very important: All ads must be dated, artwork received and paid in full by this date.**

As always, thank you for your support!

If you have any questions, please email Tracey Pitts at: [tklpitts@gmail.com](mailto:tklpitts@gmail.com)

## The Walton High School Orchestra 2017-2018 Patron Program

~ Community Information Sheet ~

Greetings from the Walton High School Orchestra: an award winning, nationally recognized high school orchestra program that 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.

### PATRON PROGRAM SPONSORSHIP DETAILS AND LEVELS:

Your ad will run in each of our 7 major concert programs throughout the 2017-2018 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 seven concert programs.

*SINFONIA* \$125: Business card size ad (vertical or horizontal). Sponsorship includes your company's business card design in each of our seven 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 seven concert programs as well as a listing on our website, and an invitation to our Special Sponsor Concert Night.

*CHAMBER* \$300: Full-page ad. Sponsorship includes your company's ad or logo in each of our seven concert programs as well as a listing on our website, and an invitation to our Special Sponsor Concert Night.

### PREMIUM SPONSORSHIPS:

*CONCERT MASTER* \$400: Choice of Cover Page ads: Inside front cover, Inside front first page -facing, Outside back cover, or Inside back cover). Sponsorship includes your company's ad or logo in each of our seven concert programs as well as a listing on our website. Also included, an invitation to our Special Sponsor Concert Night.

*MAESTRO* \$500 Sponsorship includes 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 seven concert programs plus a listing on our website. Also included, an invitation to our Special Sponsor Concert Night.

#### **\* SPECIAL SPONSOR CONCERT NIGHT\***

All sponsors donating \$200 or more will also receive reserved seating, Director's recognition and a framed certificate on Monday, September 18th, 2017, 7pm, at our Walton High School Symphony Concert to be held Wheeler High School's Performing Arts building.

**The Walton High School Orchestra**  
**2017-2018 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

Email to: [tklpitts@gmail.com](mailto:tklpitts@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, 2017**

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

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

If mailing, please mail payment and original copy **NO LATER THAN AUGUST 31<sup>st</sup>!**

Patron Program  
WROG  
PO Box 72892  
Marietta, GA 30007

Questions? Please contact Tracey Pitts at [waltonorchestra.org](http://waltonorchestra.org)

**Student Representative's Name:** \_\_\_\_\_ **Year Graduating:** \_\_\_\_\_

**The Walton High School Orchestra**  
**2017-2018 Patron Program**  
**~ Advertising Contract For Family, Friends & Neighbors~**  
*Serenade*

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 seven 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, Families & Neighbors are welcome to purchase our Premium "Concert Master" and "Maestro" ad levels as well! Thank you!

Here is an example...

Student(s) Name(s)

*John Doe*

3 lines of 25 characters per line  
(each space counts as 1 character)



Our favorite Violinist.  
You bring beautiful music  
to our lives!

Closing

With love,  
Mom, Dad and Mary

*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 **August 31, 2017**

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

If mailing, please return payment and this copy to:

Patron Program, WROG, PO Box 70665, Marietta, GA 30007

Questions? Please contact Tracey Pitts at [tklpitts@gmail.com](mailto:tklpitts@gmail.com)

## Serenade 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: \_\_\_\_\_

## Key Selling and Ad Submission Points!

\* We are a 501c(3) corporation, so contributions to the WHS Orchestra program may be tax-deductible.

\* Ads will be published in all 7 of our programs for the 2017-2018 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. For example, Carry On Wayward Son (2016) at: <https://www.youtube.com/watch?v=zIKUKMe6LZ0>

\* 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.

\*SPECIAL SPONSOR CONCERT NIGHT: All sponsors donating \$200 or more will receive reserved seating, Director's recognition and a framed certificate on Monday, September 18th, 2017, 7 pm at our Walton High School Symphony Concert to be held at the Wheeler High School Performing Arts building.

Our 2017-2018 Concert dates are as follows:

- Monday, Sept. 18, 2017 at 7pm at Wheeler High School. Chamber and the full Philharmonia orchestras will be performing.
- Tuesday, Sept. 19, 2017 at 6:30pm at Walton. Dorian, Aeolian, Ionian, Locrian and Sinfonia orchestras.
- Monday, Nov. 6, 2017 at 7pm at Lassiter H.S. Performing Arts Center. (Senior Solos with Chamber/Philharmonia)
- Wednesday, Nov. 29<sup>th</sup>, 2017 at 6:30pm at Walton (Dorian, Aeolian, Ionian, Locrian and Sinfonia)
- Monday, January 29<sup>th</sup>, 2018 at 7pm at Walton (Europe Trip Send-off Concert)
- Monday, March 26, 2018: 7pm at Walton (Chamber/Philharmonia POPS Concert)
- Monday, April 23, 2018 at 6pm at Walton (all orchestras' Spring Concert)

### 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 the form is fully completed and legible, collect payment and ad artwork. Assemble with paper clip or envelope, and SUBMIT TOGETHER.

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