

CICBF SPONSORSHIP SALES

This year, we are hosting our 10th Annual Chicagoland Invitational Concert Band Festival on April 10, 2010. The festival is our biggest fundraiser and the proceeds pay for lots of necessary band expenses. HIA needs your help to recruit sponsors and sell ads for the festival program. Enclosed in this packet:

- **Contacts Worksheet:** Start by filling in this sheet and you have an instant list of people to approach for sponsorships and/or ad sales
- **2010 Sponsorship Brochure/Order Form:** Read through and become familiar with this as it will help you with your sales pitch
- **Sample Scripts:** These will give you some great suggestions on what to say
- **List of Sponsors/ads From 2009 Festival:** Previous year student seller will have first chance at the sponsors/ads from last year. If they don't make contact by **January 15**, any student may have the opportunity to try to sell the sponsorship/ad.

Need-to-Know Facts About Program Sponsorships/Ads

- **Standard Incentive:** You will receive **20 percent** of every contract (sponsorship, ad, or pledge) you sell into your student account:
- **Bonus Incentive:** We like return contracts! If you sell to someone who purchased in 2009 from a student who is no longer in the band program, you will receive **40 percent** of the sale amount in your student account (this does not apply to siblings of students who have left the program)

Contract Sold	Price	Standard Incentive	Bonus Incentive
Conductor's Circle Sponsor	\$2500	\$500	\$1000
Section Leader Sponsor	\$750	\$150	\$300
Principal Performer	\$500	\$100	\$200
Exhibit Space (16x6)	\$400	\$80	\$160
Exhibit Space (8x6)	\$250	\$50	\$100
Choral and Fest Combination ½ Page Ad	\$200	\$40	\$80
Full Page Ad	\$200	\$40	\$80
½ Page Ad	\$125	\$25	\$50
¼ Page Ad w/ Pamphlet Distribution	\$100	\$20	\$40
¼ Page Ad	\$75	\$15	\$30
1/8 Page (Business Card) Ad	\$50	\$10	\$20
Pamphlet Distribution Only	\$50	\$10	\$20
Friends and Family Pledge (\$25 or more)	Varies	20 percent of pledge	40 percent of pledge

- **Prize Program:** Selling contracts will earn you chances to win one (or more) prizes from various merchants—the more you sell, the more chances you have to win something
- **Donated Items:** If someone wants to donate items instead of a sponsorship or ad, **you must get approval** from Mr. C first!

All sponsorships, ads and pledges are due February 12, 2010
Turn forms in to band room. Questions? Call Mrs. Birschbach at 847.818.9353

WHAT DO I SAY TO GET STARTED?

☛ “Hello, my name is _____ and I’m in the band at Hersey High School. In April, we are hosting a concert band festival fundraiser and we are looking for sponsorships and ads for our program that gets distributed to everyone who comes to the event (hand them the brochure/order form).”

☛ Key points to help close the sale:

- Festival is on April 10 at Hersey and will feature 28 bands from around the area and music educators from all over the U.S.
- Purpose of the festival is to provide a high quality educational music experience for the students, parents and teachers
- Over 2500 students, their families, school administrators, guests and teachers will pass through
- All the money we raise will help pay for some of the cost of the festival and help cover various band expenses (transportation, activities, competitions, supplies, education and more)
- We offer various levels of sponsorship for you to think about (show form page 3).
- (If they choose not to sponsor) We also offer advertising opportunities (show form page 4 for all the ad sizes and pricing). This is a really inexpensive way to reach a lot of people.
- (If they choose not to sponsor or place ad) You are also welcome to make a cash donation to help the band.
- If they need help with ad artwork, we can do that for a nominal charge of \$30
- Friends and Family ad is any donation of \$25 or more and earns them a listing in our program
- We are a non-profit organization so your contribution would be tax deductible
- Checks can be made payable to: Hersey Instrumental Association
- Ads and/or artwork are due on February 12, 2010