

THS ORCHESTRA 2018.2019

Dear Parents:

Attached you will find information on two Orchestra fundraising programs, the Director's Circle Sponsorships, and the Orchestra Program Advertisements. Although we will take Director's Circle sponsors at any point in the year, the fundraising push on the CONCERT PROGRAMS will start today, Thursday, August 23, 2018, and all forms are due back on Monday, September 10, 2018.

Many of you are familiar with the professional concert programs we have had for the past 10 years. Your student can solicit area businesses, and the businesses submit an ad copy to us for printing in the series of programs throughout the year. As outlined on the information form, ads may be submitted digitally, or as "camera ready art" for us to use. You do not need to worry about the ad itself, have the student obtain whatever they can, and Ms. Walter will follow up directly with the advertiser if need be. For this reason, please make sure that your student has accurate contact information for the advertiser. Students receive a credit of 80% of all the advertising dollars they solicit. This credit is applied to his/her Spring Trip balance (if you have already paid the trip fees, you will receive a check back at the end of the year). This means it will be very easy for your student to earn money for their Spring Trip.

The Director's Circle program will appeal to those benefactors who do not have a need for advertisement, or do not want to donate the amount required for an advertisement. Director's Circle members are listed in the program along with their giving level. Donations start as low as \$25. For this program, your student will be credited 90% of the funds collected to the student's trip account.

Students who are truly interested in soliciting ads should show benefactors the sample programs on the Taylor orchestra webpage <http://www.taylororchestra.org>. For both programs, donors at the \$500 level are listed on our concert advertising banner. **Please remind your customers that if they want their logo to be displayed on the concert advertising banner, we must have their full payment and camera ready logo on or before Monday, September 10th at 3:00PM.**

More details are attached. If you have any questions please contact Claudia Walter, TOPA Vice-President at claudia@walterworks.com or at 832-969-0714.

SELL, SELL, SELL! These ads help enhance our beautiful programs, and are a great source of funding for our orchestra and students! Good luck!

Regards,