

May 26, 2018

Dear Parents and Students,

Downingtown Blue & Gold marching band and the Music Parents Association will be hosting the 24th annual "Music in Motion" Cavalcade of Bands competition in Kottmeyer Stadium on Saturday, September 29. Bands from all over the region - along with their parents and supporters - will be gathered in our stadium that night. Having a home show is a wonderful opportunity to supplement MPA's income from the concession stand and ticket sales by offering a program booklet for guests to purchase as well. This is where you can help!

You can help raise funds for both MPA and your student's DSF account. **For example, if you or your child sells a full-page ad for \$140, \$28 would be deposited into the student's account.** Please think about people locally or in nearby communities who might want to advertise their business or services to an audience of at least 1,000 people that night. Use the enclosed letter with details and pricing to approach them about placing an ad. This is not limited to band members and color guard! Students in choir and orchestra are encouraged to participate to earn money for their DSF accounts as well.

***To ensure an advertiser's payment is received, please handle payments either by:***

- ***Asking the business owner to fill out the form and send the check directly to Susan Chindemi (address is on the order form); OR***
- ***Having a PARENT take responsibility for getting the order form and payment to Susan. You may be more successful if you get a commitment and payment on the spot, but we want to ensure that our advertisers' payments don't get lost and that we will continue a positive relationship with them in the future.***

So that we don't repeatedly solicit the same businesses, Susan has created a spreadsheet in Google Sheets, which is accessible to all MPA members. (The link is at: [dhsmpa.org/music-notes](https://dhsmpa.org/music-notes)). Check this spreadsheet before talking to a business to make sure they weren't already approached. After talking to a business, enter their contact information into the spreadsheet so that everyone knows which businesses have been solicited. Please try to help us keep spreadsheet as up-to-date as possible by entering information on businesses you've solicited right away. Thank you!

But wait - there's more! **The "Music in Motion" program will also include:**

- **Senior Recognition ads** - Parents of seniors can purchase a "Senior Recognition Ad" for their student in the Music in Motion program. More information can be found in the "Senior Ad Letter" on the MPA website.

- Shout-outs - Parents, relatives, and friends of students in any grade can purchase "shout-outs" for \$5 each. We will also take pre-orders for the Music in Motion program. Shout-out and pre-order order forms are available to download on the website. PLEASE NOTE: Senior band members ONLY will receive a complimentary copy of the program.
- Section Spirit ads - Finally, to keep things fun, we are encouraging each East and West band section to purchase a "spirit ad" for their section. Section leaders can coordinate this during band camp. Here's how that would work:
  - The size purchased is up to each section to decide.
  - Ads can be as goofy or creative - yet TASTEFUL - as they'd like. The ads should promote spirit within each section, not show disrespect to any other section or person. **Ads will be screened for inappropriate content!**
  - Section Ad forms will be available through any of our music directors, or they may be downloaded from the MPA website.

To make this program all we'd like it to be, we need to get started early on ad sales and designs. **DEADLINE FOR BUSINESS AD SUBMISSIONS WILL BE FRIDAY, AUGUST 10 FOR ADS IN "MUSIC IN MOTION" PROGRAM.** ALL money must be received by Susan Chindemi, and ALL electronic designs must be received by Leslie Rylke at [lrylke@yahoo.com](mailto:lrylke@yahoo.com) by that date. Please plan accordingly when soliciting businesses.

Thank you so much for your support as music parents and for helping to make this event all that it can be for our kids! If you have any questions, please feel free to contact me at [schindemi99@gmail.com](mailto:schindemi99@gmail.com).

Sincerely,

Susan Chindemi, Advertising Coordinator, 2018 Music in Motion program  
[schindemi99@gmail.com](mailto:schindemi99@gmail.com)

Leslie Rylke, Graphic Design Coordinator, 2018 Music in Motion program  
[lrylke@yahoo.com](mailto:lrylke@yahoo.com)