June 7, 2016

Dear Parents and Students,

Downingtown Blue & Gold marching band and the Music Parents Association will be hosting the 22nd annual “Music in Motion” Cavalcade of Bands competition in Kottmeyer Stadium on Saturday, September 24. 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 $120, $24 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.

***We are asking each band member to sell at least one ad for our home show program.
In return, 20% of the cost of the ad will be deposited into students’ DSF accounts.***

Deadline for ad submissions will be Friday, August 5.

***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 Heather Robino (address is on the order form); OR***
* ***Having a PARENT take responsibility for getting the order form and payment to Heather. 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.***

We are also offering something new this year: premium ad packages. These offer advertisers an opportunity to place an ad in our Music in Motion program and have their ad appear in all the programs created for concerts at East, West and STEM throughout the year. This would include winter and spring band, orchestra, and choir performances at all three high schools. A business may need to submit two different-sized ads since our performance programs may be smaller, but it will increase their exposure beyond the marching band parents to all concert-goers and music supporters in the district.

So that we don’t repeatedly solicit the same businesses, Heather will be creating a spreadsheet in Google Sheets, which will be accessible to all marching band members. After talking to a business, enter their contact information into the spreadsheet, so that everyone knows which businesses have been solicited**. Look for a link to this spreadsheet on the MPA website by June 15**. Please try to help us keep it 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 info in the attached letter.
* 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 attached. 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!***

To make this program all we’d like it to be, we need to get started early on ad sales and designs. **Deadline for ad submissions will be** **Friday, August 5.** ALL money must be received by Heather Robino, and ALL electronic designs must be received by Gina Schmoyer by that date. Please plan accordingly when soliciting businesses.

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

Sincerely,

Heather Robino, Advertising Coordinator, 2016 Music in Motion program
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Gina Schmoyer, Graphic Design Coordinator, 2016 Music in Motion program
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