

Information on the Music of the Knight PROGRAM GUIDE 2016

We would like to welcome all the band families the year's biggest fundraiser! It is a success only with your help!

Here's the Scoop: This is a great opportunity to raise ALL the funds needed for the \$300 SHS Bandbacker Membership and other band related fees! The first \$300 in revenue from this fundraiser is 100% ear marked for your membership dues. Once the \$300 is reached, revenue from additional ad sales is split 50/50 between the student and the Bandbacker organization. The student portion goes into their points account. Students are encouraged to sell beyond the \$300 to add as many points as possible, helping offset marching band costs including uniform fees, meal plan, band trips, or Bandbacker sponsored events.

An example of how this works: Student sells total of \$400 in ads. \$300 will apply to membership leaving \$100 in ads sold. Of this, \$50 goes into student's points account and \$50 goes to the Bandbacker organization.

Ad Forms are updated for 2016: This is the ONLY form to be used when submitting ads. Forms can be copied from the originals found in your packet, or found online at www.shsmarchingband.com. Copied forms, or forms printed from the website do not have to be in color, with the exception of the "Proud Sponsor" poster that is printed on blue paper.

Please take Note of this year's changes:

- (1) You must check off if payment is enclosed, or being sent by the business.
- (2) You should NOT send the form in alone hard copy or to the email address, it must accompany payment.
- (3) Ad size submitted must match ad size purchased.
- (4) Please include the Contact Number, of the parent in most cases, in the upper right corner
- (5) NEW as of last year: based on interest we will include 4 Color Pages in the Centerfold of the Guide

REMEMBER When submitting your ads, be it person-to-person, from local businesses, or ads taken out by family, we must receive **ALL THREE PIECES** of an ad for it to be included in the Program Guide and for the student to receive credit:

A. Form filled out completely, B. Payment, and C. the actual Ad, copy, photos, etc.

IMPORTANT: The box in the upper right of the Ad Form indicates the ad being submitted is either: **(1)** enclosed (No Changes) **(2)** being submitted online **(3)** create an ad from info enclosed **(4)** copy ad from last year NO CHANGES **(5)** copy ad from last year with ONLY minor changes indicated (otherwise it's a new ad)

Student's must follow up with businesses themselves to ensure we have everything we need, it's your ad and your money being earned, so your follow-up is essential. If we are missing the artwork or payment, it's your job to track it down and submit it to us. We want to make sure any business who has agreed to participate gets their ad printed. The first person to submit the form, payment and ad will receive the credit, as stated as our policy.

Please do not hold onto sponsor ads or payments: We do not want to wait to cash anyone's check longer than we need to. Please turn in completed forms, ads, and payments as soon as possible! You can **MAIL** all items together to John and Stephanie Vollaro, P.O. Box 177, MARION, CT 06444. You can **DROP OFF** in the designated box at their home at 86 County Road, Marion or at drop-off times during Band Camp in August. All checks should be made out to: **Southington Band Backers.** All paperwork MUST be received no later than 5pm on Friday, September 2nd

Students are representing Southington High School and the Marching Band in the community so put your best foot forward and wear your band shirt! Kindly ask businesses if they'd like to take part in the fundraiser to support the marching band by placing an ad, or just making a monetary donation. Graciously accept their answer, it may be NO, they may choose to support another member in the band, or they could have already submitted it.

Always thank the business: It is important to thank businesses for their participation and support. Please provide them a copy of the blue "**Proud Sponsor**" poster to display in their window. This will show they are a proud sponsor of the MOTK and prevent other students from soliciting their business!

Many families will be out collecting ads right away. Selling an ad last year does not guarantee the same student will get the same ad this year. We cannot limit who students can solicit, as we cannot chance not getting an ad. Get out there early, often, and follow-up!

Thank you and Good Luck!