

**The Clear Falls High School Orchestra
2017-2018 Patron Program
~ Parent/Student Information ~**

Enclosed you will find the information necessary to sell advertisements for our 2017-2018 CFHS Orchestra "Patron Program." Not only will this hopefully be one of our biggest fundraisers of the year, the Patron Program is also our way to reach out to our local community and its businesses. This program not only increases exposure and audience for those who advertise with us, but also for the CFHS Orchestra program.

Please review this information thoroughly so that you understand the process and deadlines.

The CFHS Orchestra Program is in its 8th year. Last year proved very successful and with your help, we hope our success will continue. The Patron Program enables our students to sell CFHS Orchestra concert program space in the form of advertisements to businesses, family members and friends. Ads are sold according to size as highlighted below and detailed on the next page.

Ad space to which you sell, are chosen from ad levels that are **Prelude** (*name listing*), **Sinfonia** (*business card size*), **Virtuoso** (*half-page*), **Aficionado** (*full page*), OR one of two **Premium** full page options: **Concert Master** – 4 only (full page inside or back covers) and **Maestro** – 4 only (front cover mention on one concert program as well as Director mention at that concert, plus a full page ad in every program).

Also, for our Friends and Family, we have a very exciting offer, the *Serenade* ad. This ad is specifically designed to honor our CFHS Orchestra students. This ad can be any size and includes a personal message. For details, please see the "Ad Contract/Serenade" page.

If a business or family is interested in one of the Premium sponsorships, a CFOBC Board Member will contact them to discuss their options after the seller's form and payment has been received.

All half-page, full page and Premium sponsorships also receive additional benefits as outlined on the bottom of the next page

We publish (4) 8 1/2" x 11" concert programs throughout the year, one for each concert.

Many businesses have asked our parents & students how they can contribute to our program. We would LOVE to establish a working relationship between our local businesses and our CFHS Orchestra program and this is a great opportunity to do that.

**In addition, any student selling at least \$200 in ads and/or donations will receive a FREE ticket to attend the Annual End of Year Banquet.
The time and date of this event will be announced soon.**

The Final Deadline for ads to be published in the first program is September 27th. Ads must be dated, artwork received and paid in full by this date. As always, thank you for your support!

**The Clear Falls High School Orchestra
2017-2018 Patron Program
~ Community Information Sheet ~**

Greetings to you from the Clear Falls High School Orchestra! The CFHS Orchestra is an award winning, state recognized high school orchestra program which has been able to provide our students with many opportunities both musically and academically. Although CCISD provides funds for a small portion of our expenses, our Clear Falls Orchestra Booster Club (CFOBC) continues to depend on the success of our fundraisers in order to keep costs low for our students while continuing to succeed at an award winning level.

**Won't you please help us by becoming a CFHS Orchestra Patron this year
by placing an ad in our four concert programs? Thank you!**

PATRON PROGRAM SPONSORSHIP DETAILS AND LEVELS:

Your ad will run in each of our major concert programs throughout the 2017-2018 school year. Programs are published in a black, white and gray scale (*except the Senior Concert program which is in full color*) with each page measuring 8 1/2" x 11". Ads are sold according to size: Business card, 1/2 page, and full page. We also offer (2) "Premium" sponsorship levels for those who wish to support us on a larger scale. Please refer to the following levels of sponsorship when making your decision.

PRELUDE: Any size contribution from \$25 to less than \$125. Sponsorship includes your company or family name listed as a "Friend of the CFHS Orchestra" in each of our concert programs.

SINFONIA: \$125 Business card size ad (vertical or horizontal). Sponsorship includes your company's business card design in each of our concert programs as well as a listing on our website.

VIRTUOSO: \$200 Half-page ad. Sponsorship includes your company's ad or logo in each of our concert programs as well as a listing on our website, and Special Sponsor Concert Night. * (See below)

AFICIONADO: \$300 Full page ad. Sponsorship includes your company's ad or logo in each of our concert programs as well as a listing on our website, and Special Sponsor Concert Night. * (See below)

PREMIUM SPONSORSHIPS:

CONCERT MASTER: \$500+ Cover page ads (Inside front cover, Inside front-facing first page, Outside back cover or Inside back cover) Sponsorship includes your company's ad or logo in each of our concert programs as well as a listing on our website. Also included, your company's name on the CFHS Orchestra long sleeve t-shirts (**ad needs to be purchased by September 27**), and Special Sponsor Concert Night. * (See below) *Sponsorship includes 4 reserved seats to our Oct. 10th Night of the Living Dead; Composers & Poets Concert*

MAESTRO: \$1000+ Sponsorship includes one-time concert sponsorship with your company's name listed on (1) one Front Cover plus a full page ad with your company's ad and logo in each of our concert programs, (1) one Outside back cover ad plus a listing on our website. Also included, your company's name on the CFHS Orchestra long sleeve t-shirts (**ad needs to be purchased by September 27**), and Special Sponsor Concert Night. * (See below) *Sponsorship includes 4 reserved seats to our Oct. 10th Night of the Living Dead; Composers & Poets Concert*

*** SPECIAL SPONSOR CONCERT NIGHT ***

All sponsors donating \$200 or more will also receive reserved seating for up to 4, Director Recognition and plaque on Monday, May 21, 2018 at our Senior Recognition Concert

**The Clear Falls High School Orchestra
2017-2018 Patron Program
~ Advertising Contract ~
Business**

Thank You for becoming a Clear Falls High School Orchestra Patron!

Please complete the form below. TYPE OR PRINT CLEARLY

Company: _____

Contact Name: _____

Company Address: _____

City, State and Zip Code: _____

Company Phone: _____ Email: _____

Ad Artwork: Hard Copy Attached Soft File Emailed or on Flash Drive

Email to: clearfallsorchestra@yahoo.com w/ Subject Line: "CFO Patron Program Ad – Business Name"

Sponsorship Level: _____ Amount: _____

*If you are sponsoring at a "Premium" level (*Concert Master or Maestro*), a CFOBC Board Member or Representative will be in direct contact with you in order to further discuss your sponsorship.

Signature: _____ Date: _____

*Please attach a business card or a clean copy or original ad for computer scanning and submit, along with payment **on or before SEPTEMBER 27th** to be included in 1st program.

Payment by **Check, Cashier's Check or Money Order**

.PDF is preferred but .JPG .PNG or .PSD is acceptable. Files should be no less than 300 dpi.

*Please make all checks payable to CFO (Clear Falls Orchestra Booster Club or CFOBC)

Dimensions for artwork are as follows:

- ✓ full page - portrait 7.5" x 10"
- ✓ half page - landscape 7.5" x 5"
- ✓ business card - landscape 3.5" x 2.5"

If mailing, please mail payment and original copy **NO LATER THAN SEPTEMBER 22, 2017** to:

Clear Falls Orchestra Patron Program

Attn: Lisa Batson

4380 Village Way

League City, TX 77573

Questions? Please contact Stacey Kirn at clearfallsorchestra@yahoo.com

Student Representative's Name: _____

Graduation Year: _____ **Phone (in case of questions):** _____

**The Clear Falls High School Orchestra
2017-2018 Patron Program
~ Advertising Contract ~
Serenade**

The “Serenade” ad is designed especially for *Friends* and *Families* allowing them to personalize an ad for special CFHS Orchestra student(s) to wish them luck or simply tell them how proud you are.


This ad is available in BRONZE Level (quarter page) \$75, SILVER Level (1/2 page) \$100 or GOLD Level (full page) \$200. There is also the additional option for Senior for a Senior Bio \$50. Your ad will run in our Senior Concert programs that will be in FULL color. Your student(s) name(s) will be included along with a closing (“*Thank you*”, “*Love*”, *etc.*) and your friend or family name. This ad will include 3 lines at 25 characters per line for your personal message.

- ✿ SENIOR BIO include (1) picture, quarter page - 3.5” x 4.5”
- ✿ BRONZE Level quarter page ads include (1) picture, quarter page - 3.5” x 4.5”
- ✿ SILVER Level 1/2 page ads include up to (3) pictures, half page - landscape 7.5” x 5”
- ✿ GOLD Level full page includes up to (5) pictures, full page - portrait 7.5” x 10”

Preferred ad submission: JPEG, PNG or PDF high resolution files (300dpi). Ads submitted in anything lower than 300dpi risk improper print.

Here is an example...

Student(s) Name	<i>John Doe</i>
3 lines of 25 characters per line for Quarter page (count each space as 1 character)	Our favorite Violinist. You bring beautiful music to our lives!
Closing	With love, Mom, Dad and Mary



Signature: _____ Date: _____

Please submit form(s) & payment by **March 20, 2018**.
Payment by **Check, Cashier’s Check or Money Order**

Please make all checks payable to CFOBC (Clear Falls Orchestra Booster Club)

Questions? Please contact Stacey Kirn at clearfallsorchestra@yahoo.com

Selling Points

- * We are a 501c(3) corporation, so contributions to the CFHS Orchestra program may be tax-deductible.
- * Ads will be published in each of our programs for the 2017-2018 Season. The programs will be printed in a black, white and gray scale (*except the Senior Concert program which is in full color*) on 8 1/2 x 11" pages.
- * Tell your potential sponsors they can see us on "YouTube" Search for Clear Falls High School Orchestra Knights Orchestra to view our channel with some of our performances.
- * These programs are distributed and seen by well over a thousand people including concert guests, family members, friends, Clear Falls staff and Administration, Clear Creek School District Staff and Administration and other community business leaders.
- * Patrons who sponsor at the "*Concert Master*" or "*Maestro*" levels will also have their name highlighted on our Clear Falls Orchestra long sleeve t-shirts (***ad needs to be purchased by September 27***)
- * Make sure to mention our special Sponsor Concert Night. Here's the info...SPECIAL SPONSOR CONCERT NIGHT: All sponsors donating \$300 or more will also receive reserved seating for up to 4, Director Recognition and plaque on Monday, May 21, 2018 at our Senior Recognition Concert

Our Concert dates are as follows:

CFO Night of the Living Dead Concert: Tuesday, October 10, 2017 @ Performing Arts Center CFHS
CFO Holiday Concert: Tuesday, December 12, 2017 @ Performing Arts Center CFHS
CFO Spring Concert: Thursday, March 22, 2018@ Performing Arts Center CFHS
CFO Senior Concert: Monday, May 21, 2018@ Performing Arts Center CFHS

Selling Tips

- If you have a CFHS Orchestra t-shirt of any kind... Wear it! It will help you look "official" and show that you respect who you are representing.
- Come up with a "sales pitch" or a way to present the information effectively. Many of those who you approach may be busy. Rehearse your talk!
- INVITE EVERYONE TO OUR CONCERTS regardless of whether or not they buy an ad from you. It is the right and professional thing to do!
- Always say "**Thank you**" no matter what!

****Submission Guidelines****

- ☀ Go ahead and enter your name and graduation year CLEARLY on your form, make copies to have with you as you sell, and keep the original for making additional copies as needed.
- ☀ Be sure to form is fully completed and legible, collect payment and ad artwork, assemble with paper clip or envelope, and SUBMIT TOGETHER.
- ☀ START SELLING TODAY!! NO LATE SUBMISSIONS ACCEPTED. **SEPTEMBER 27 IS THE DROP DEAD DUE DATE** for OCTOBER 10th concert.