

2009-2010 Avon Band *Advertising Opportunity* *Reach over 100,000 potential customers*

Grassroots advertising is the best method to reach the new potential customers at the lowest cost to your business. Avon Band and Orchestra Boosters has developed an opportunity to put your business front and center and at the same time, show your support in the local community. Multiple studies show grassroot advertising nets best results for dollars spent.

This is the first time this opportunity has been offered and now is the time act.

Avon's Bands and Orchestras perform in to over 100,000 people throughout the 2009-2010 year and your Company's name can appear at every event.

Included in this packet is a description of each sponsorship level and a sponsorship agreement form. Below are just some of the benefits you will receive as a sponsor.

Platinum Advertising Plan (\$1,000)

- ❖ Exclusive sponsorship of one (1) home football game half-time show
- ❖ 1 x 1 foot logo to be displayed on directors podium during all away Marching Band performances
- ❖ Premium placement of 2 x 3 foot logo to be on display at all indoor band events
- ❖ Premium placement of 2 x 3 foot logo to be displayed at the concession stand of all home football games
- ❖ Premium placement of 2 x 3 foot logo to be displayed at all traveling outdoor events
- ❖ Premium placement of Company logo printed on all concession stand napkins
- ❖ Half Page endorsement in all band and orchestra concert programs
- ❖ Company will be announced and thanked prior and following all band and orchestra concerts during the year
- ❖ And More! (read attached documents)

Expose your business to over 100,000 people!

Gold Advertising Plan (\$500)

- ❖ Line of sight placement of 1 x 2 foot logo to be displayed at the entrance of all home football games
- ❖ Placement of 1 x 2 foot logo to be displayed at all traveling outdoor events
- ❖ A quarter-page endorsement in all band and orchestra concert programs
- ❖ Placement of Company logo printed on all concession stand napkins
- ❖ Company will be announced and thanked following all band and orchestra concerts during the year
- ❖ And More!

Expose your business to up to 60,000

Purple Sponsorship Plan (\$250)

- ❖ A Company logo placement on a banner to be displayed at all indoor band and orchestra concerts
- ❖ Company logo on the back of the band's official T-shirt
- ❖ A business card size ad will be placed in all band and orchestra concert programs
- ❖ Company name and information will be listed in all band newsletters

White Sponsorship Plan (\$150)

- ❖ Company logo on the back of the band's official T-shirt
- ❖ Company name and information will be listed in all band newsletters
- ❖ A business card size ad will be placed in all band and orchestra concert programs

See inside pages for complete details!

Platinum Advertising Plan - \$1,000 (Best Value)

As a Platinum Advertiser of Avon Band and Orchestra Boosters, your ad placements will be premium locations at every event. This advertising plan has been designed to allow you to reach the maximum awareness level for your Company.

The Advertising placements include the following:

- ♪ Exclusive sponsorship of one (1) home football game half-time show, which includes:
 - Premium placement of a 2 x 4ft banner to be hung on the back of the field commander podium on the 50 yard line during Avon Marching Band's half-time show.
 - Company will be announced as this half time sponsor and thanked following the half-time performance over the public address system.
- ♪ A 1x1ft area dedicated to your company on a 1 x 5ft banner hung on the back of the field commander podium during all away marching band performances
- ♪ A half-page ad will be placed in all band and orchestra concert programs
- ♪ Company name and information will be placed on the band website under Platinum Level Sponsor
- Premium Placement of a 2 x 3 ft logo at the concession stand of the stadium at all home football games
- Premium Placement of a 2 x 3 ft logo on the band's equipment truck while the band is parked at away events
- Premium Placement of a 2 x 3 ft logo will be displayed at all indoor band and orchestra concerts
- Premium Placement of Company logo printed on all football game concession stand napkins
- Premium Placement of Company logo on the back of the High School band's official T-shirt
- Company name and information will be listed in all band newsletters

The benefits exclusive to the Platinum level are indicated with a ♪.

As a Platinum Sponsor, your business would be individualized from the rest of our sponsors and advertisers. Platinum Sponsors will enjoy premium ad placements in every opportunity.

These benefits will expose you to over **100,000 people** (based on last year's attendance records)! The Marching Band's schedule includes many trips to contests. Its final contest is Bands of America Nationals in Indianapolis, Indiana, at the new Lucas Oil Stadium in which the attendance is estimated at over 15,000 people. Your company's name/logo will be front and center of the field commander's podium!.

Gold Advertising Level - \$500

The Gold Advertising Level is a great way to get your company noticed at the local level to over 60,000 potential new customers. The Advertising benefits of this level include the following:

- ♪ Line of Site Placement of a 1 x 2 ft logo at the concession stand of the stadium at all home football games
- ♪ A quarter-page ad will be placed in all band and orchestra concert programs
- ♪ Placement of a 1 x 2 ft logo on the band's equipment truck while the band is parked at away events
- ♪ Company name and information will be placed on the band website under Gold Level Sponsor
- ♪ Company name/logo printed on all concession stand napkins
- Placement of a 1 x 2 ft logo will be displayed at all indoor band and orchestra concerts
- Company logo on the back of the High School band's official T-shirt
- Company name and information will be listed in all band newsletters

The benefits in which lower levels do not receive are indicated with a ♪.


The Gold Advertising Level allows advertisers to get noticed at all marching band events. This can offer exposure to over **60,000** (based on last year's attendance records) potential customers. Your Company's logo will appear at every event in which the marching band is present in addition to all other band functions. Don't miss out on your chance for this great grassroots advertising opportunity!

Purple Sponsorship Level - \$250

The Purple Sponsorship Level includes exposure to all of the indoors concert and non-marching band benefits. It is a great way to get your business exposed to students and parents involved in and viewing band and orchestra activities and concerts.

The Sponsorship benefits of this level include the following:

- Line of Site Placement of a 1 x 1 ft logo at the concession stand of the stadium at all home football games
- Placement of a 1 x 1 ft logo will be displayed at all indoor band and orchestra concerts
- Company name and information will be placed on the band website under Red Level Sponsor
- A business card size ad will be placed in all band and orchestra concert programs
- Company name and information will be listed in all band newsletters
- Company logo on the back of the High School band's official T-shirt

The benefits in which lower levels do not receive are indicated with a .

As a Purple Level Sponsor, your Company Logo will be present at all indoor band and orchestra events. The Avon Band and Orchestra Boosters hosts 10 concerts a year for over 300 students performing in the music program at Avon Local Schools. Each performance attendance reaches on average of 350 attendees.

Your Company Logo will be on nearly 200 students' T-shirts and printed in programs of about 10 concerts for over 4,000 people to see throughout the year. You will be recognized as a proud sponsor in both the newsletter and on our website.

As a Purple Level Sponsor, you would have the option to purchase individual upgrades available to higher level sponsors. See the Sponsorship Agreement Form for more information.

White Sponsorship Level - \$150

The White Sponsorship level is a perfect and easy way to sponsor the organization. It provides simple, yet effective advertising for a very affordable price. The Sponsorship benefits of this level include the following.

- Company logo on the back of the High School band's official T-shirt
- Company name and information will be listed in all band newsletters
- A business card size ad will be placed in all band and orchestra concert programs
- Company name and information will be placed on the band website under appropriate White Level Sponsor

Your business will be on nearly 200 students' T-shirts and printed in programs of about 10 concerts for over 4,000 people to see throughout the year. You will be recognized as a proud sponsor in both the newsletter and on our website.

As a White Level Sponsor, you would have the option to purchase individual upgrades available to higher level sponsors. See the Sponsorship Agreement Form for more information.

Avon Band and Orchestra Boosters

Sponsorship Agreement Form

As of the _____ day of _____, 2009, I/We/My Organization would like to become a sponsor of the Avon Band and Orchestra Boosters, which supports the Avon Local Schools instrumental music programs.

I/We/My Organization would like to be a sponsor at the following level:

- Platinum Level Sponsor (Contribution of \$1,000)
(Best \$\$\$ Value)
- Gold Level Sponsor (Contribution of \$500)
- Purple Level Sponsor (Contribution of \$250)
- White Level Sponsor (Contribution of \$150)

Gold Level Sponsor Upgrades:

- A half-page (instead of quarter-page) ad placed in all band and orchestra concert programs
\$100 additional fee

Purple Level Sponsor Add-ons and Upgrades:

- Company name/logo printed on all concession stand napkins
\$100 additional fee
- A quarter-page (instead of business size) ad will be placed in all band and orchestra concert programs
\$100 additional fee
- Upgrade to 1 x 2 foot logos on indoor concert and stadium entrance displays
\$100 additional fee

White Level Sponsor Add-ons and Upgrades:

- Placement of a 1 x 1 ft logo will be displayed at all indoor band and orchestra concerts
\$100 additional fee
- A quarter-page (instead of business size) ad will be placed in all band and orchestra concert programs
\$100 additional fee

Platinum Area Only

Desired Home Football Game Sponsorship

- August 28, 2009 – Avon vs. Aurora (home opener)
- September 11, 2009 – Avon vs. Admiral King
- September 25, 2009 – Avon vs. North Ridgeville (Homecoming)
- October 2, 2009 – Avon vs. Vermillion
- October 23, 2009 – Avon vs. Fairview (Senior Night)

Company Information:

(The company name, address, and telephone will be used to post on the website.)

Name: _____

Position: _____

E-mail: _____

Company Name: _____

Address: _____

Telephone: _____

Payment Options:

- Cash
- Check Payable to Avon Band and Orchestra Boosters
- Credit Card
 - Name: _____
 - Type: _____
 - Number: _____
 - Exp. Date: _____

TOTAL: _____

Signature for cc only

The Avon Band and Orchestra Boosters and the Sponsor agree as following concerning the Sponsorship.

- The Sponsor will receive from the Avon Band and Orchestra Boosters the benefits consistent with the level of sponsorship chosen above as set forth in the attached documents.
- The Sponsor's contribution is due with the signing of this agreement or according the following payment terms, with payment in full due no later than August 1, 2009.

- The Avon Band and Orchestra Boosters is a 501(c)(3) tax exempt organization and contributions to the organization are tax exempt as allowed by law.
 Please mark if you need a W-9 Form.

Agreed To:

Avon Band and Orchestra Boosters Representative

Sponsor Representative