

DIGITAL MUSIC BOOKLETS - COMMUNITY SPONSORSHIPS - MVHS Choir 2023 Instruction Sheet

Dear Choir Families,

This Fall, you will have a FANTASTIC opportunity to raise money for your upcoming year in choir. This packet contains all the materials you need to participate in this opportunity, and potentially significantly offset your out-of-pocket costs!

THE BASIC IDEA

We are seeking local businesses to sponsor the MVHS Choir Program for the 2023-24 season. Sponsors will receive an ad in our program guide. The size of the ad depends on their sponsorship level. A sample of last year's guide is available. This year's guide has morphed into something larger because it will all appear inside the Digital Music Booklet (5.5" x 5.5") and will feature all MVHS choirs. The sponsor guide will be distributed to ALL who purchase a Digital Music Booklet (includes a QR download of our annual album). We will be producing 2,000! Your job will be to approach local business owners to ask them to participate.

HOW IT WORKS

Everyone is eligible to participate. Here are the guidelines:

- For each ad you sell, you keep 65% of the profit, and 35% goes to production costs of the booklet, any excess goes to the choir scholarship fund.
- There is NO LIMIT on the amount of community sponsorships you can solicit!

RESOURCES IN THIS PACKET

- Instruction sheet
- Sample of last year's program
- Solicitation letter (make copies if you need more)
- Price sheet/guide

RESOURCES AVAILABLE ONLINE

- Digital copy of solicitation letter (for sending via email): [choir website](#).
- Digital copy of price sheet/guide (for sending via email): [choir website](#)
- Master spreadsheet where you'll register COMPLETED SALES
<https://tinyurl.com/SPONSORBOOK23>
- Email address for sending in ads in pdf or jpeg format: mvhschoirfundraiser@gmail.com

GETTING STARTED

1) Think about who you might know in the community who would be interested in sponsoring the choir. See the “Tips” below for some ideas.

2) Reach out to the community member(s). You can do this in person or via email. There is a solicitation letter in your packet that you can use (make copies) or you can find a digital copy on the choir website. 3) There is a mock-up of the program that shows all the prices and sizes of the ads. A digital copy can be found on the choir website. Also, show them the sample of last year’s program so they get a better idea what they are getting for their sponsorship, just remember that the booklet is a 5.5” square. 4) You will need to “register” each business once you secure the sale:

<https://tinyurl.com/SPONSORBOOK23>

5) Be sure to follow up if you don’t hear back from the business owner. Often people intend to participate but need a reminder to get back to you.

6) When someone agrees to participate, you will need to do the following:

- Get a check from them for the amount of their sponsorship, made out to MVHS Choir, memo: community sponsorship.
- Update the spreadsheet with the type of sponsorship, amount, and check number.
- Put the check in a safe place. Turn it into the choir room as soon as possible (in an envelope marked “Community Sponsorship” with the amount, check number, and business name). Submit checks by Friday,, October 6
- Have them email their artwork (in pdf or jpg format) to mvhschoirfundraiser@gmail.com by Friday, October 6
- Let them know that the choir department will issue them a receipt for the amount of their donation.

TIPS

In general, the best people to ask are those you know personally – especially if they are in a business where they want to be seen as a supporter of the community and would also benefit from advertising to a local audience. Here are some ideas to get you started:

- Do you personally know any local business owners?
 - Did you play for a youth sports team that had a business sponsor?
 - Do you know realtors? Often realtors will have a goodwill budget specifically for these kinds of community sponsorships.
 - Do you have a relative who might want to place a personal message ad in the program (similar to yearbook ads)?
 - Are there businesses that you patronize on a regular basis, where you know the manager by name?
 - Do you have a private music or dance instructor that might want to get the word out about their services?
- Think about asking your dentist, eye doctor, or chiropractor. These folks want to get the word out to the community about their services.
- Do you know someone who provides tutoring, college counseling, or other types of services for students?

★ ALL ARTWORK MUST BE EMAILED AND FUNDS RECEIVED BY FRIDAY, OCTOBER 6, 2023!!!