

lafayette choir

Mr. Ryan Marsh, Director • Ms. Laura Gabbard, Vocal Instructor/Director
401 Reed Lane • Lexington, Kentucky 40503 • 859-381-3492
www.lafayettechoir.org

2007-2008 Sponsorship Campaign **Letter to Parents and Students**

August 2007

Choir Parents and Students:

We know Lexington is a community that supports the arts and we would like to reach out to the community through our annual sponsorship campaign. This is our largest fundraiser because of your support!

Sponsorship provides an opportunity for area businesses and patrons to show their support for arts education and the LHS choral program. In return for your generous support we will provide several advertising opportunities during our 2007-2008 choral concert season.

It is also a good opportunity for students to bank credits toward their account for use on fees, trips, M2 lessons and other choir activities. Students will receive 10% credit from all ads and sponsorships sold by you.

The Lafayette Chorus no longer participates in Bingo as a fundraiser, so this fundraiser is an important way we replace revenue from Bingo.

Begin contacting potential sponsors immediately. Time is short!

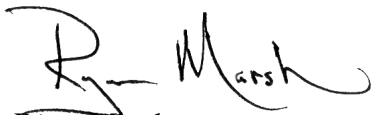
All ads must be turned in by **September 4** in order to get to the printer and have available for our Fall Gala Concert on October 6.


You may make as many copies as you need of the forms to give to potential sponsors. Use the enclosed letter to help you when contacting potential sponsors. You may also collect the forms, ads and checks and turn them in to the choir office for the sponsor instead of mailing. All checks should be made to Lafayette Chorus Boosters.

For our patron's convenience, we have added an online submission form where companies can upload their program graphics. www.lafayettechoir.org/sponsorship.html Please encourage them to use this feature.

Make sure your name is on all the forms you give out to sponsors to ensure you get the credit. Any forms returned without student names will give full credit to Chorus Boosters.

Thank you,


Ryan Marsh


Laura Gabbard

LHS Chorus Boosters

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August 2007

Dear Friends of the Lafayette Choral Department:

We know Lexington is a community that supports the arts and we would like to reach out to the community through our annual sponsorship campaign.

Sponsorship provides an opportunity for area businesses and patrons to show their support for arts education and the award winning LHS choral program. In return for your generous support we will provide several advertising opportunities during our 2007-2008 choral concert season.

There are three opportunities for sponsorship. These include: Business Ad sponsorship, Patron sponsorships, and Corporate Sponsorship. See additional pages for details.

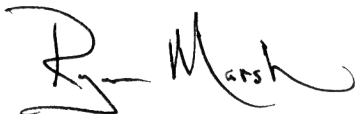
Your sponsorship will be displayed in each of our concert programs throughout the year. We distribute over 1500 programs at **five** concerts per year. Your ads reach 200 families of choir students plus their extended family, friends, and community members.

For your convenience, we have added an online submission form where you can upload your company graphics. www.lafayettechoir.org/sponsorship.html

Your support contributes to the department as a whole to help provide music, attire, supplies, equipment, transportation, performance space rental, and the list could go on and on. A portion of the proceeds also help students raise money for tours, private lessons and other activities they take part in as a member of the Lafayette Choirs.

Please consider supporting the Lafayette Choral Department. It is with your support that we are able to continue offering outstanding musical opportunities to our students. Thank you!

Sincerely,



Ryan Marsh
Director of Choirs

GRAMMY[®]
SIGNATURE
SCHOOL
2005



lafayette choir

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Corporate Sponsors

Benefactor \$1000

- A full page ad will be provided in the chorus program for the yearly concert season.
- Company name will be placed on Lafayette choir website listing your company as a sponsor.*
- A Quarter Page ad will be placed in the monthly newsletter. (Oct-June)
- Sponsors will be introduced to the Lafayette parents and students prior to a choir concert/event.
- Sponsors will be listed on a sign displayed at each chorus concert.

Donor \$500

- A half page ad will be provided in the chorus program for the yearly concert season.
- Company name will be placed on Lafayette choir website listing your company as a sponsor.*
- A One eighth Page ad will be placed in the monthly newsletter. (Oct-June)
- Sponsors will be introduced to the Lafayette parents and students prior to a choir concert/event.
- Sponsors will be listed on a sign displayed at each chorus concert.

IF POSSIBLE, PLEASE SUBMIT THIS FORM ONLINE: www.lafayettechoir.org/sponsorship.html

Otherwise, please attach camera-ready artwork to this form by Sept 4.

Business/Name _____

Address _____

Contact Person _____ Phone Number _____

Contact Person Signature _____ Email: _____

Please check the appropriate sponsorship option below:

☐

Benefactor

☐

Donor

Thank You for your Support!

Lafayette Chorus Student: _____

* Website listings will list names in a rotating pane on the front page with full information displayed on a dedicated sponsor page.

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If possible, please submit this form along with your company camera ready artwork online.

www.lafayettechoir.org/sponsorship.html

Business/Name _____

Address _____

Contact Person _____ Phone Number _____

Contact Person Signature _____ Email: _____

Please check the appropriate sponsorship option below:

Business Ads

- _____ 1/8 page ad = \$40.00
- _____ 1/4 page ad = \$75.00
- _____ 1/2 page ad = \$100.00
- _____ Full page ad = \$150.00

Patron Donors

For those of our friends who would like to contribute but do not need ad space,
please consider being a Patron Donor.

- | | |
|-----------------|------------|
| _____ \$15-39 | Artists |
| _____ \$40-\$59 | Performers |
| _____ \$60-\$99 | Maestros |
| _____ \$100+ | Virtuosos |

PLEASE ATTACH YOUR ADVERTISEMENT & PAYMENT TO THE BACK OF THIS FORM.

***MAKE CHECKS PAYABLE TO: LHS CHORAL BOOSTERS.**

PLEASE SUBMIT ALL ADS CAMERA READY.

Ads & Payment must be received by **Tuesday September 4, 2007** for inclusion in the Program.

If placing an ad by mail, please forward the signed contract, advertising copy prior to Sept 4.

Mail this application, check, and artwork to:

LHS Chorus Boosters

Lafayette High School • 401 Reed Ln. • Lexington, KY • 40503

Thank You for your Support!

Lafayette Chorus Student: _____

Lafayette Chorus Boosters is a 501(c)3 non-profit organization.

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SIGNATURE
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2005



1/4 Page = \$75.00
(approx: 3.5" x 5")

1/8 Page = \$40.00
(approx: 3.5" x 2.5")

Full Page = \$150
(approx: 7" x 10")

1/2 Page = \$100.00
(approx: 7" x 5")



www.lafayettechoir.org

Submit information and upload artwork online:
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