

lafayette choir

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

2019-2020 Sponsorship Campaign **Letter to Parents and Students**

June 2019

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 2018-2019 choral concert season.

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

Please begin contacting potential sponsors immediately. Time is short!

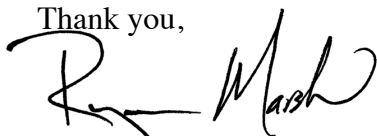
All ads must be turned in by **September 3** in order to get to the printer and have available for our Fall Gala Concert.

***We are asking every choir student to sell AT LEAST
2 Program Ads or \$60 worth of patron donations.***

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 Patrons can also opt to pay by online by credit card this year. Please encourage them to use this feature.

Thank you,



Ryan Marsh



Laura Howard

LHS Chorus Boosters

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Student One-Liners

Choir Students:

Students are eligible to place a one-liner ad in the annual choir program. This is a great way to support the choir and your fellow choir members! Your one-liner will appear in the choir program throughout the year. **One-liners are only \$5.00 each.**

Student One-Liner Ad Form

Student Purchasing One-Liner _____

Choir Class _____ Phone Number _____

Email address: _____

Please write legibly:

#1 _____

#2 _____

#3 _____

#4 _____

Amount Enclosed: _____ (Student One-liners are only \$5.00 each.)

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

One-Liners & Payment must be received by **Monday September 3, 2019** for inclusion in the Program.

Thank You for your Support!

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June 2019

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 2019-2020 concert season.

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

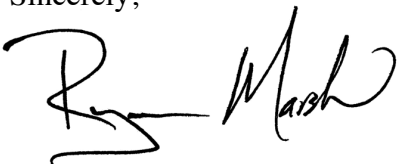
Your sponsorship will be displayed in each of our concert programs throughout the year. We distribute over 1500 programs at least **seven** concerts per year. Your ads reach 200 families of choir students plus their extended family, friends, and community members.

For your convenience, we have added an online submission form where you can upload your company graphics. www.lafayettechoir.org/sponsorship You may also elect to pay online or by sending in a check.

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 helps raise money for tours, private lessons and other activities students 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

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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.*
- Ad will be placed in the weekly e-newsletter. (Oct-June)
- Sponsors will be introduced to the Lafayette parents and students prior to each choir concert/event.
- Sponsors will be listed on a sign displayed at each chorus concert.

Donor \$500

- 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.*
- Ad will be placed in the weekly e-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:

You will have the choice to pay online or by mailing a check.

www.lafayettechoir.org/sponsorship

Otherwise, please attach camera-ready artwork to this form by Sept 3.

Please complete this form in its entirety.

The information will be used to send an acknowledgement letter for your records.

Business/Name _____

Address _____ Zip _____

Contact Person _____ Phone Number _____

Contact Person Signature _____ Email: _____

Please check the appropriate sponsorship option below:

Thank You for your Support!

Benefactor

Donor

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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Please complete this form in its entirety. You will be sent an acknowledgement letter for your records.

Business/Name _____

Address _____ Zip _____

Contact Person _____ Phone Number _____

Contact Person Signature _____ Email: _____

Please check the appropriate sponsorship option below:

Business Ads

- _____ 1/8 page ad = \$45.00
- _____ 1/4 page ad = \$80.00
- _____ 1/2 page ad = \$100.00
- _____ Full page ad = \$150.00

Patron Donors

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

- _____ \$25-39 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 CHORUS BOOSTERS.**

PLEASE SUBMIT ALL ADS CAMERA READY.

Ads & Payment must be received by **Monday September 3, 2019** for inclusion in the program.
If placing an ad by mail, please forward the signed contract, advertising copy prior to the above date.

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: _____

1/4 Page = \$80.00
(approx: 3.5" x 5")

1/8 Page = \$45.00
(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

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