



William Tennent Marching Band Association
333 Centennial Road
Warminster, Pennsylvania 18974

August 2016

Dear Band Member and Parents,

We are pleased to announce that the 22nd Annual Celebration of Bands will be held on Saturday evening, October 15, 2016. Celebration of Bands (COB) is the largest fundraiser for our marching band. We raise money at COB through the sale of entrance tickets, novelties, refreshments and program books. The majority of the money is raised through the sale of ads for our program book. This envelope contains information on how your student can increase their student account and participate in the profits from COB.

In order to receive an equal share of the COB allotment in your student's account, we ask that each student sell a minimum of \$100 worth of ads for the program book and have one parent/guardian volunteer the night of COB. For those parents with two students in the band, the requirement is doubled to \$200 worth of ads and two parents must volunteer. All band member families are responsible for returning the signed "Family Agreement" enclosed in this package. Last year, each qualifying participant received over \$200 in his or her student account!

Ad costs range from \$25 for 1/8 page to \$125 for a full page ad. There are opportunities listed for prime back and inside cover space as well. Please note that there is an additional charge of \$10 for each photo submitted with ads. "Well-Wisher Ads" may be submitted for \$3 per line. This is a great way for family and friends to show their support!

For returning Band members: A list of all ads in last year's book is enclosed. We asked that you don't solicit businesses that appear under another band member's name. These may be helpful in re-soliciting businesses that previously supported COB.

For new Band members: We can provide you with a copy of a previous year's book, if you need it as a reference. The book is to be used as a selling tool to show prospective advertisers how professional our program book is. **The book is NOT to be used to solicit previous supporters.** If you are having difficulty in obtaining ads, please contact me at 215-375-6055 and I may be able to provide you with contacts for ads that belonged to last year's seniors.

Getting ads is not difficult! Ask your dentist, doctor, hair-cutter, bank, grocery store, florist, restaurant, or any other business that you visit. Don't forget your auto mechanic, electrician, plumber, gardener, etc.! Also, ask neighbors and relatives if their business would be interested in supporting our band by placing an ad, even if it's not in our area! For example, if Uncle Matt has a door company in New Jersey, and a local construction company needs doors, an ad from Uncle Matt will provide a new source. Think outside the box! Sometimes you may need to be persistent and ask 2, 3 or more times before they will give you an ad. Everyone should be able to sell a minimum of \$100 in ads. Last year's top seller sold over \$1,000 in ads – can you top that???

Remember, the more ads that you sell, the more money we make, and the more money for your student's account!!!

Enclosed in this package are several copies of a "Dear Supporter" letter and ad form for you to give to those businesses that you are soliciting. Please make additional copies of these forms and leave them in your car to contact businesses as you are doing everyday errands. Also enclosed are Well-Wisher Ad forms.

PLEASE NOTE: IT IS IMPERATIVE THAT THE MARCHING BAND MEMBER'S NAME BE PRINTED ON THE BOTTOM OF THE AD FORMS IN ORDER FOR THE STUDENT TO GET CREDIT.

All checks should be made payable to "WTMBA". All ad forms and checks must be submitted by September 16th in order to allow the graphic designer and printer sufficient time to produce the book for COB. Please submit ads as you receive them! Advertisers may also mail them directly. All ads and checks may be dropped off or mailed to the following address:

Kathy Andre
1244 Cushmore Road
Southampton, PA 18966

After you have received an ad from an advertiser, it is important that you provide them with a receipt. Please complete the "Thank You for Your Support" form for each ad that is submitted for you. There are several of these enclosed with your package. Also enclosed are many COB announcements for each of your advertisers to display. Please ask your advertiser if you can display the sign showing they have supported the William Tennent Marching Band in the window of their business.

A \$50 gift certificate will be awarded to the student from each grade level who sells the highest dollar amount in ads.

Good luck! If you have any questions regarding the sale of ads, please contact me.

Sincerely,

Kathy Andre
COB Book Chairperson
215-375-6055
andre.kathyann@gmail.com