



Concord Classic Winter Ensemble Competition

February 25, 2012

FAIRSHARE FUNDRAISER

SELL ADS FOR *THE CONCORD CLASSIC* PROGRAM

On February 25, 2012 nearly 60 groups from across Cabarrus county, Charlotte Metro, and the NC/SC region will be at Concord High School to compete at “*The Concord Classic*,” an indoor winterguard and percussion competition.

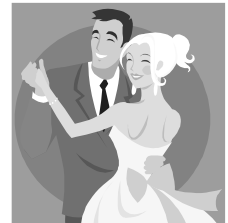
Approx 1200-1500 people will attend, and each person is given an event program full of helpful information including the schedule for the day, maps of the school, and concession pricing.

Program advertisements are sold by students and their families to fundraise for their FairShare. 50% of each ad sold goes to the student’s band account!

THERE ARE 2 TYPES OF ADS — BUSINESS ADS & CONGRATS ADS

BUSINESS ADS are ads sold by you to area businesses. (See attached pricing info to share with your business contacts). Approach any business that you work with or frequent—stores, doctors, dentists, dance studios, restaurants, salons, ANYONE!

*This year, we are also including a **PROM FEATURE SECTION**, so be sure to solicit businesses that cater to prom-goers (tanning, nail, & beauty salons, dress/tux shops, restaurants, florists, limo services, etc.)*



CONGRATS ADS are sold to members of your family/friends who want to give a personal “shout-out” to the students. No business logos can appear in personal ads.

**Ad order forms must be returned to the Concord Classic Coordinator
NO LATER THAN FEBRUARY 5th to be included in this year’s program!**

Order forms for both types of ads are included in this packet. Contact Tracy Rhodes with any questions 704-791-2706, ConcordClassic@concordhsband.com.

**Get out there and sell some ads
to help pay your FairShare!!**

THE CONCORD CLASSIC CONGRATULATIONS AD FORM

DEADLINE February 5, 2012

I want to place (*circle your choice*) :

Full Page Ad—\$100

Half Page Ad—\$50

Quarter Page Ad-\$25

Total amount enclosed: \$ _____

Your Name: _____

Phone: _____ Email: _____

Steps for Submitting A Congrats Ad:

1. Write message here. Include the name of the student you are congratulating:

2. Email the picture or artwork of the student you are congratulating. We can only accept pictures in digital format. Email to ConcordClassic@concordhsband.com.

3. Include your payment—make all checks payable to “Concord Band Boosters”

4. Drop off this completed order form with payment at guard practice, the Concord HS Band Hall, or mailed to:

Concord Band Boosters
Att: Concord Classic
PO Box 461
Concord, NC 28026

Payment MUST be received by February 5, 2012 to be included in the program!



SPONSOR *"THE CONCORD CLASSIC"* WINTER ENSEMBLE COMPETITION *February 25, 2012*

Dear Community Supporter:

On February 25, 2012 nearly 60 groups from across Cabarrus county, Charlotte Metro, and the NC/SC region will be at Concord High School to compete at *"The Concord Classic,"* an indoor winterguard and percussion competition.

Approx 1200-1500 people will attend, and each person is given an event program full of helpful information including the schedule for the day, maps of the school, and concession pricing.

Program advertisements are sold by students and their families to fundraise, & are a great way to support local patrons while selling your services! Your business ad can be as simple or elaborate as you wish. You can even include a coupon to draw more people into your place of business. Advertising packages are:

Spider Pride Sponsorship— \$500 (1 available)

- Full page COLOR Ad on back cover
- 4 complimentary admissions
- Opportunity to insert coupon, flyer, promotion product, business card, etc into gift bag. Given to every participant and spectator.
- Sponsorship recognition during competition via PA announcement.
- Banner signage in the gymnasium (banner provided by the business)

Gold Sponsorship—\$250 (2 available) Inside Front or Back Cover

- Full page Color ad
- 4 complimentary admissions
- Opportunity to insert coupon, flyer, promotion product, business card, etc into gift bag. Given to every participant and spectator.
- Sponsorship recognition during competition via PA announcement.
- Banner signage in the gymnasium (banner provided by the business)

Black Sponsorship—\$150

- Full page B/W ad
- 2 complimentary admissions
- Opportunity to insert coupon, flyer, promotion product, business card, etc into gift bag. Given to every participant and spectator.
- Sponsorship recognition during competition via PA announcement.

Varsity Sponsorship \$100

- Half page B/W ad
- Opportunity to insert coupon, flyer, promotion product, business card, etc into gift bag. Given to every participant and spectator.

JV Sponsorship \$50

- Quarter page B/W ad

Cadet Sponsorship \$25

- Scanned copy of business card

Complete the Sponsorship
Application on the back →

ALL SPONSORSHIPS INCLUDE a link to your business on The Concord Classic website.

**THE CONCORD CLASSIC WINTER ENSEMBLE COMPETITION
BUSINESS SPONSORSHIP/ADVERTISING APPLICATION**

Deadline for Ads is February 5, 2012

I want to be a Sponsor for The Concord Classic! *(Circle desired level of sponsorship):*

Spider Pride (\$500) Gold (\$250)** Black (\$150)****
Varsity (\$100) Jr. Varsity (\$50) Cadet (\$25)

- I have enclosed or will email camera-ready business card or copy of ad.
 Please contact me so we can discuss details for the ad.

**** For Spider Pride, Gold, & Black level sponsors—**

Write the announcement you would like read over the PA system during The Concord Classic. You can include a separate sheet of paper, if preferred:

(continue on separate paper, if needed)

Your Name: _____

Business Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Preferred Phone for Contact _____

Preferred Email: _____

Include your payment with this response form.
Make checks payable to Concord Band Boosters

Give to any band member or band booster, OR mail to:
Concord Band Boosters, c/o The Concord Classic, P.O. Box 461, Concord, NC 28026

Email artwork or questions to: ConcordClassic@concordhsband.com

All payments must be made by February 5, 2012