



Phil Kent, Orchestra Director- Laura Fallon, Associate Director
401 Reed Lane – Lexington, Kentucky 40503 - 859.381.3474
www.lafayetteorchestra.org – lhso@mail.com

2017-2018 Orchestra Sponsorship Campaign **Letter to the Parents and Students**

Dear Orchestra Parents and students,

The Lexington community has a history of supporting the arts and we would like to reach out to the community through our annual Sponsorship Campaign. This is one of our largest fundraisers for the year but we need your support to help us reach our goal.

Sponsorship provides an opportunity for area businesses and patrons to show their support for arts education and the Lafayette Orchestra Program. In return for your generous support we will provide several advertising opportunities during the 2017-2018 orchestra concert season.

Please begin contacting potential sponsors immediately. Time is short!

All ads must be turned in by **September 29** in order to get to the printer and have available for our Fall Concert.

***We are asking every orchestra 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 into the orchestra office for the sponsor instead of mailing. All checks should be made to Lafayette Orchestra Association, INC.

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

Thank you,

A handwritten signature in black ink that reads 'Philip Kent'. The signature is written in a cursive style with a large 'P' and a long, sweeping underline.

Phil Kent



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Dear Friends of the Lafayette Orchestra Program,

The Lexington community has a history of supporting the arts and we would like to reach out to the community through our annual Sponsorship Campaign.

The Lafayette Orchestra Sponsorship Campaign provides a wonderful opportunity for area businesses and individuals to support the award winning Lafayette Orchestra program.

The orchestra program performs several concerts throughout the year. Your sponsorship and/or good wishes will be displayed in each of our printed concert programs. We will distribute over 1000 programs throughout the year and will reach many orchestra students, their families, friends, and many other members of the community. Our orchestra family wants to support those businesses that contribute to our program!

Your sponsorship helps provide music, attire, instruments, transportation, performance space rental, guest instructors and group lessons. Our string players need your support as we are the smallest department in the Lafayette Music Department with over 100 musicians. We must work extra hard to ensure our student receive the same benefits as the larger programs.

Please consider supporting the Lafayette Orchestra program and as 503(c) non-profit organization, any contribution is tax deductible. It is with your help that we are able to provide outstanding musical opportunities to our students!

Thank you,

A handwritten signature in black ink that reads 'Phillip Kent'. The signature is written in a cursive style with a large initial 'P'.

Phil Kent, Director of Orchestras



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Sponsorship Campaign 2017-2018

Please complete the following information:

Business/Name _____

Address _____ Zip _____

Contact Name _____ Phone number _____

Email _____

Student's Name: _____ Parent Name: _____

Business Ads and Good Wishes:

For those who wish to purchase advertising space. Please choose from the following:

_____ 1/8 page = \$40 (business card size)

_____ 1/4 page = \$75

_____ 1/2 page = \$100

_____ Full page = \$150

Good Wishes:

Send a congratulations message to your Lafayette Orchestra member or section. Select the size above and attach your message and/or download your photo at www.lafayetteorchestra.org

Message: _____

Patron donors:

For those who wish to make a cash donation. All cash donations are tax deductible. Your donation will be acknowledged in the Lafayette High School Orchestra program. If you wish to remain anonymous, please let us know by checking the blank below.

_____ \$20 Artists

_____ \$30 Performers

_____ \$40 Concert Masters

_____ \$50 Maestros

_____ \$60 Virtuosos

_____ *I wish to remain anonymous.*

One Liners:

_____ \$5

Send a "Spot Light" to a Lafayette Orchestra member! There is a maximum of 140 characters.

Message: _____

Example: "We love you seniors and wish each of you a successful year!"

Quarter page
\$75
(approximately 3.5" x 5")

Full page
\$150
(approximately 3.5" x 10")

Eighth page
\$40
(approximately 3.5" x 2.5")

Half page
\$100
(approximately 7" x 5")



Corporate Sponsors:

Benefactor: \$500

- A full page ad will be provided in the orchestra program for the yearly concert season.
- Your company name will be placed on the Lafayette Orchestra website listing your company as a sponsor. **
- Sponsors will be introduced to the concert audiences prior to each concert.
- An advertising banner with your company name and logo will be displayed at each concert.

Donor: \$250

- A half page ad will be provided in the orchestra program for the yearly concert season.
- Your company name will be placed on the Lafayette Orchestra website listing your company as a sponsor. **
- Sponsors will be introduced to the concert audiences prior to each concert.

** Website listings will list company names in a rotating pane on the front page of the website.
Full company information will be displayed on a dedicated sponsor page.

Payment Information:

PLEASE INDICATE TOTAL AMOUNT ENCLOSED \$_____.

- Please submit this form, advertising logo or artwork, and payment to the following address.
- Checks should be made out to Lafayette Orchestra Association. All information must be received by **September 29** for inclusion in the Orchestra program.

*Lafayette Orchestra Association
Lafayette High School, Phil Kent
401 Reed Lane
Lexington, KY 40503*

- Forms and advertising logo or artwork may also be submitted electronically to www.lafayetteorchestra.org or emailed directly to Phil Kent phil.kent@fayette.kyschools.us
- Payment may be mailed to the above address.

Quarter page
\$75
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Eighth page
\$40
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