



Phil Kent, Orchestra Director    Aaron Breeck, Associate Director

401 Reed Lane – Lexington, Kentucky 40503 - 859.381.3474    [www.lafayetteorchestra.org](http://www.lafayetteorchestra.org)



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## **2023-2024 Orchestra Sponsorship Campaign** **Letter to the Parents and Students**

Dear Orchestra Parents and Students,

The Lexington area 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 businesses and patrons in the area 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 2023-2024 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 be 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 in to 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](http://www.lafayetteorchestra.org) Please encourage them to use this feature.

Thank you,

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 businesses and individuals in the area 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.

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 "Phil Kent". The signature is written in a cursive style and is positioned above the printed name of the director.

Phil Kent, Director of Orchestras



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# Sponsorship Campaign 2023-2024 *Please complete the following form or scan QR above*

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](http://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                      *Example: "We love you seniors and wish each of you a successful year!"*

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

Message: \_\_\_\_\_



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### 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 \$ \_\_\_\_\_

CHECK HERE FOR ONLINE PAYMENT

- 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 1 single advertising logo or artwork may also be submitted electronically to [www.lafayetteorchestra.org](http://www.lafayetteorchestra.org) or multiple files can be emailed directly to Phil Kent [phil.kent@lafayette.kyschools.us](mailto:phil.kent@lafayette.kyschools.us)
- Payment may be mailed to the above address or you can scan the QR Code above for the Lafayette Orchestra Online Store. **There is a 6% Service Fee Added to Online Payments**