

Information on the Music of the Knight PROGRAM GUIDE 2022

We would like to welcome all the band families to this year's biggest fundraiser! It is a success only with your help.

Here's the Scoop: This is a great opportunity to raise ALL the funds needed for the \$325 SHS Band Backers Membership and other band related fees! The first \$325 in revenue from this fundraiser is 100% ear-marked for your membership dues. Once the \$325 is reached, revenue from additional ad sales is split 50/50 between the student and the Band Backers organization. The student portion goes into their points account. Students are encouraged to sell beyond the \$325 to add as many points as possible, helping to offset marching band costs including uniform fees, meal plan, band trips or Band Backers-sponsored events.

An example of how this works: if a Student sells a total of \$425 in ads. \$325 will apply to membership, leaving \$100 in ads sold. Of this, \$50 goes into the student's points account and \$50 goes to the Band Backers organization. So the student gets 375 points which equates to \$375.

Ad Forms are updated for 2022: This is the ONLY form to be used when submitting ads. Forms can be copied from the originals found in your packet or online at southingtonbkmb.com. Copied forms, or forms printed from the website, do not have to be in color, except for the "Proud Sponsor" poster that is printed on blue paper.

- (1) You must check if payment is enclosed or being sent by the business.**
- (2) You should NOT send in the form alone or to the email address; it must accompany payment.**
- (3) Ad size submitted must match ad size purchased.**
- (4) Please include the Contact Number of the student or parent in the upper right corner for questions.**

REMEMBER When submitting your ads, be it person-to-person, from local businesses, or ads taken out by family, we must receive **ALL THREE PIECES** of an ad for it to be included in the Program Guide and for the student to receive credit: **A. Form filled out completely, B. Payment, and C. The actual ad, copy, photos, etc.**

IMPORTANT: The box in the center of the Ad Form indicates the ad being submitted is either: **(1)** being submitted online, **(2)** enclosed, **(3)** needs to be created, **(4)** copied from last year with NO CHANGES, or **(5)** copied from last year with ONLY MINOR changes indicated (otherwise it's a new ad)

Students must follow up with businesses themselves to ensure we have everything we need. It's your ad and your money being earned, so your follow-up is essential. If we are missing the artwork or payment, it's your job to track it down and submit it to us. We want to make sure any business that has agreed to participate gets their ad printed. The first person to submit the form, payment, and ad will receive the credit, as stated in our policy. To confirm that **all 3 pieces** were received, you may send an email to motkguidesecretary@gmail.com

Please do not hold onto sponsor ads or payments: We do not want to wait to cash anyone's check longer than we need to. Please turn in completed forms, ads, and payments as soon as possible! You can **MAIL** all items together to our P.O. Box: Southington Band Backers Program Guide, P.O. Box 516, Southington, CT 06489. There will also be drop-off times during summer rehearsals and Band Camp in August. All checks should be made out to: **Southington Band Backers. All paperwork MUST be received no later than 5pm on Monday, August 22nd.**

Students are representing Southington High School and the Marching Band in the community so put your best foot forward and wear your band shirt! Kindly ask businesses if they'd like to take part in the fundraiser to support the marching band by placing an ad, or just making a monetary donation. Graciously accept their answer: They may decline, choose to support another band member, or have already submitted it. Say, "Thank you for your support," and move on.

Always thank the business: It is important to thank the business for their participation and support. Please provide them a copy of the blue "**Proud Sponsor**" poster to display in their window. This will show they are a proud sponsor of MOTK and prevent other students from soliciting their business!

Many families will be out collecting ads right away. **Selling an ad last year does not guarantee the same student will get the same ad this year.** We cannot limit who students solicit. Get out there early, often and follow up!

Thank you and Good Luck!