

Summer 2016

Dear Supporter,

This October the 80-piece Washtenaw Community Concert Band (WCCB) begins its 39<sup>th</sup> season! As a member of our community, we invite you to join with us for a highly exciting year of concert band music and celebration as we present seven FREE concerts with hundreds of people attending each concert. Your advertising or concert sponsorship investment not only helps the band but gives you a unique opportunity to reach out to the community to create awareness of your organization at a very affordable cost.

**What is the WCCB?** WCCB is a community concert band with no age limits and no auditions. Band members volunteer their time and talent for rehearsals, concerts, and logistical support. We are not financially affiliated with any other organization. Our conductor is Dr. Christopher Heidenreich, who is also director of bands at the University of Michigan—Flint. We perform at Washtenaw Community College (where we have an academic affiliation) and at other venues in Washtenaw County. We rehearse at Whitmore Lake High School. Our 39<sup>th</sup> season, which extends to August 2017, will include at least seven concerts.

**Why do we need to raise money?** With an annual budget of nearly \$40,000, our volunteer band needs funding for:

- Purchasing new music for the band to perform
- Acquiring, updating, and maintaining the band's equipment (including percussion instruments, music stands and folders, lights, public address system, and other equipment)
- Truck expenses (rental, gas, insurance) to transport the band's equipment each performance
- Printing our concert program booklets and promoting our concerts
- Conductor expenses
- Sponsoring a local middle- or high-school student to attend the Blue Lake Fine Arts Camp

**Giving Opportunities:** There are two ways to help us, both providing you with a highly affordable way of advertising to the local Washtenaw County community:

1. **Purchase a season ad**, which will be included in all of our concert program booklets. Prices range from only \$60 for a 1/8 page to \$500 for a full-page ad. At each concert, your full-color ad in our professionally printed booklet will reach 300-400+ people who live in our area.
2. **Sponsor one of our concerts.** Your organization will be prominently featured in the program for that concert and on promotional materials before and at the concert. See the ad/sponsor form for a full list of perks. Sponsorship costs range from \$400 for an indoor reception sponsorship to \$3,000 for a full season sponsorship.

The attached ad/sponsor form provides details on ad sizes and how to order an advertisement or sponsorship. Please respond with your ad or sponsorship request by September 15, 2016 so we can complete the program booklets for the coming season.

Thank you very much for helping us provide FREE musical entertainment to our community.

**Questions?** Contact us at [ProgramAds@WCCBand.org](mailto:ProgramAds@WCCBand.org)

# Advertising and Sponsorship Opportunities 2016–2017 Concert Season (beginning October 2016)



## WASHTENAW COMMUNITY CONCERT BAND

Promote your business, organization, or services while supporting an important arts organization in Washtenaw County. Your ad in our concert program will be seen by our wide audience of community members at seven concerts.

Contact Name \_\_\_\_\_

Organization/Business Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please make your check payable to **Washtenaw Community Concert Band** or pay by credit card at [www.WCCBand.org](http://www.WCCBand.org)

### Season Program Booklet Ads (exposure at all 7 regular-season and summer-season concerts)

- 1/8 page color ad: \$60
- 1/4 page color ad: \$125
- 1/2 page color ad: \$250
- Full page color interior ad: \$500
- Full page color interior inside back cover: \$700
- Full page color interior inside front cover: \$800 (reserved)
- Full page color back cover: \$1,000 (reserved by season sponsor)
- 1/2 page color back cover: \$500 (reserved by season sponsor)

Red indicates dates or positions still available.

Strikeout indicates dates or positions that have been reserved (not available).

### Season Sponsor ~~SOLD: \$3,000~~ (featured sponsor for 7 regular-season and summer-season concerts)

- full page color ad, back cover of concert program booklet
- listing on front cover of program insert for each concert
- listing/logo and web link on [WCCBand.org](http://WCCBand.org) concert promotions for full season/all concerts
- listing/logo on all posters and flyers for the season
- listing/logo on email promotions for each concert
- listing/logo on each concert's "welcome" posters
- top level listing/logo/link on our Partners web page for full season

**Concert Sponsor: \$1,000 for 1 regular-season concert: 10/28/16 12/15/16 3/16/17 5/11/17**  
**SOLD OUT \$500 for 1 summer-season concert: 6/8/17 6/29/17 7/27/17**

- full page color ad, back cover of the program insert (an 8-page program inside the program booklet)
- listing on program insert cover for that concert
- listing/logo and web link on [WCCBand.org](http://WCCBand.org) concert promotions for full concert promotion cycle
- listing/logo on all posters and flyers for that concert
- listing/logo on email promotions of that concert
- listing/logo on the concert "welcome" poster
- concert sponsor listing/logo/link on our Partners web page for full season

**Reception Sponsor: \$400 for 1 regular-season concert: 10/28/16 12/15/16 3/16/17 5/11/17**  
**SOLD OUT**

- 1/2 page color ad in the program insert (an 8-page program inside the program booklet)
- listing on program insert cover for that concert
- listing and web link on [WCCBand.org](http://WCCBand.org) concert promotions for full concert promotion cycle
- listing on all posters and flyers for that concert
- listing on email promotions of that concert
- listing on the concert "welcome" poster
- reception sponsor listing and link on our Partners web page for full season

All program booklet ads and season sponsor ads are **due by September 15, 2016**. Concert and reception sponsor ads are due **30 days before the concert**. Please submit print-ready ads or ad content plus logo to [ProgramAds@WCCBand.org](mailto:ProgramAds@WCCBand.org). Design services available upon request.

Half Page  
5 x 3 7/8

Full Page  
5 x 8

Eighth Page  
2 3/8 x 1 13/16

Quarter Page  
2 3/8 x 3 7/8

All graphics supplied  
should be at least 300 dpi  
or should be vector based  
(preferred for logos).