



**Severna Park High School Band and Orchestra Boosters Association, Inc.**

Severna Park Senior High School | 60 Robinson Rd. | Severna Park, MD 21146 | 410.544.0900

Mr. Eric T. Kilby  
Instrumental Music Director

Mr. Patrick J. Bathras  
Principal

June 2017

Dear SPHS Music Families:

The Severna Park High School (SPHS) Marching Band and the Band and Orchestra Boosters (BOB) organization will host our home field show competition on **October 7, 2016** at Broadneck High School. The field show is an exciting opportunity to showcase our band program and is an important fundraising opportunity for the band. As part of the field show, a program is prepared and sold with field show competition information, judging, information about our band, band sections, and competing groups. This program also serves as a “yearbook” of the marching band season, with pictures of our leaders, seniors, and all sections of our band. Local businesses are invited to advertise in our Program to help defray the cost of printing and to make needed funds for the band as well as to showcase their businesses to our students and nearby committees. **It is also one of the first opportunities for students to start raising their fair shares.**

We ask that each marching band family set a goal of raising \$100 by selling three (3) or more business advertisements for each of their students in the band to members of the business community. To keep in mind:

**\*Non-marching band students can also sell ads to help earn fair share.**

**\*We have a list of businesses that have supported us in the past** and will provide that to you to help you locate businesses in the area that may be willing to support our band. Feel free to expand and ask new businesses if you know of them.

**\*Please try to sell this summer** as businesses will get approached by other schools and programs and our show is very early in the season. We want our band top on everyone’s list of donations!

**\*If you sold ads last year, that business is reserved for you until August 15th** (see posted reserve list on the website); others are asked not to approach these businesses until after 8/15.

**\*Everyone who sells at least one ad will receive a free two-line spirit message on our Patron Ad page.**

These are positive messages addressed to individual students, sections, or director to encourage them.

Accompanying this letter are ad order packets containing letters to the business sponsor, ad order forms with sizes and prices of ads, ordering instructions, and a thank you/receipt letter to provide to the business. **(NOTE: PLEASE BE SURE TO WRITE -IN YOUR BAND STUDENT’S NAME AS THE SOLICITOR ON THE BLANK AD FORM BEFORE YOU MAKE COPIES SO THAT HE/SHE WILL RECEIVE CREDIT FOR THE AD.)** A business may also email an ad according to the instructions on the order form. The deadline for ads is **September 16, 2017**.

Your efforts on behalf of your students in the sale of business advertisements for these programs will help to make this a financial success for the band.

Sincerely,

Eric T. Kilby, SPHS Instrumental Music Director  
and  
SPHS Band and Orchestra Boosters Association

**PROGRAM BOOK ADS ~ Helpful Notes:**

- **Your Fair Share is credited \$10 for each business card ad you sell, \$15 for each quarter size ad, and \$20 for half or full-size page ads.**
- First dibs on program ads go to students who sold to that business the previous year, or to their sibling if they have graduated. However, **this courtesy expires the August 15th.** You can check the website for a list of available local businesses ([www.sphsmusic.org](http://www.sphsmusic.org)).
- Please refer to the web site address [www.sphsmusic.org](http://www.sphsmusic.org) at the **fundraising link** for updated information on ad sales. This will also have information on businesses that have been approached but declined. We hope to try to minimize the number of times one business is approached. We ask your assistance in this in providing information to us about your sales quickly and also in being diligent on checking the site before you go out to sell. Please contact Jim or Pat Collins at [SPHSProgram@gmail.com](mailto:SPHSProgram@gmail.com) when you have a **commitment for an ad** from a business so that the spreadsheet can be updated in a timely manner.
- Lose the forms? The website will also have the information contained in this packet for your convenience. Additional forms can be printed from this site.
- Digital (Computerized) ads look best, sent in via e-mail. **Students name must be forwarded with ad to properly assure credit is given to fair share. Ads must be provided by the business;** we do not create or modify ads as we lack the appropriate software to do so. If the business advertised before, they can use their old ad if it is on file.
- Ads should be turned in one of the following ways:
  - Digital ads: e-mailed to [SPHSProgram@gmail.com](mailto:SPHSProgram@gmail.com)
  - Hard copy ads mailed to: SPHS Band Program Ads, % Pat & Jim Collins, 672 Creek Road, Severna Park, MD 21146

**E-mail with a digital copy of ad is best, but do whatever works best for the business owner.**

- It is imperative that ad sale information be forwarded as soon as the sale occurs so that the web site information can be kept current. If the merchant is sending an electronic ad, the student's name must be forwarded along with the ad, and the form with the payment be turned in so the student will get credit for the sale.

**Important Deadlines (2017):**

**Prior Ad Claims: If you sold to certain companies and want to sell to them again—exclusive “dibs” ends.....AUGUST 15th**

**ALL ads are due..... September 16**

**Field Show.....October 7**

**QUESTIONS? Please email [SPHSProgram@gmail.com](mailto:SPHSProgram@gmail.com).**

## 2017 SPHS HOME SHOW PROGRAM SPIRIT AD FORM

Spirit Ads are a fun way for family, friends, or fellow students to highlight their favorite musician, guard member, section, or SPHS music staff while helping to fund our music program. Spirit ads are quarter page size and are of your design. The cost is \$25 per quarter page. Your student will get \$10 of this toward their fair share; the rest goes in the general fund. The funds raised go right to our music program! Please consider a spirit ad to show your support of SPHS music!

The ads are of your design. A typical design is a picture with a caption/message along the bottom. The ad must be in a “portrait” layout (height is greater than width)—the required dimensions are 4.75” tall, 3.5” wide. No landscape orientations can be accepted as this will create problems with the layout of the pages. Businesses can not be highlighted on Spirit Ads—only individual students or groups of students. (Quarter page business ads are \$45.)

Name of Purchaser \_\_\_\_\_

CONTACT PHONE OR EMAIL (in case of questions about ad) \_\_\_\_\_

I am purchasing (please check below):

[  ] Spirit Ad(s) for \$25 each

Payment: [  ] Check for \$ \_\_\_\_\_ attached. Check # \_\_\_\_\_ [  ] Cash \$ \_\_\_\_\_ attached  
Checks should be payable to SPHS BOB.

**Forms and payment can be dropped off in envelope in band room OR mailed to:  
*SPHS Program Book; C/O Jim & Pat Collins; 672 Creek Rd, Severna Park, MD  
21146***

*We encourage mailing the ads as opposed to dropping the off in the bandroom for better security.*

QUESTIONS? Please email [SPHSProgram@gmail.com](mailto:SPHSProgram@gmail.com)

**\*\*DUE BY SEPTEMBER 16, 2017\*\***

Other Ad Options:

1) **SENIOR HONOR ADS: Half Page Ads** for SPHS Band/Orchestra members ONLY. \$50 per ad; \$10 goes to your fair share. No businesses can be mentioned in the Senior Honor Ads (if businesses are mentioned, the price is \$60, the same as for all business promoting ads.) Landscape orientation only. Due by September 16, 2017.

2) **PATRON MESSAGE:** 1-2 line messages that will be included in a special section in the program. These are for anyone you'd like to send a message of support, congratulations or best wishes in our music program. Cost: \$2 for one line; \$4 for two. Business-sponsored patron ads are \$10 for two lines. No fair share is associated with patron ads. Due by September 16, 2017. (A free 2-line patron message is given to anyone who sells at least one business ad.)

3) **BUSINESS ADS:** \$100 for full page, \$60 for half page, \$45 for quarter page, \$30 for business card ad. Student selling the ad gets \$10 for business card ad; \$15 for quarter page ad; \$20 for half page or full size ad toward their fair share. Due by September 16, 2017 or before. Additional information and forms can be found online at [www.sphsmusic.org](http://www.sphsmusic.org).

## Honor Your Senior Band Member

*In a tradition started in 2015, the SPHS would like to offer the parents, relatives or friends of our senior band members the opportunity to honor them with a half page honors ad in our 2017 Home Show Program for \$50. \$10 of the ad will go toward your senior's fair share.*

*This is an ad designed by you and can include pictures of your senior with messages from the family or outlining their marching band "career" at SPHS. The Home Show Program will also have the bands that competed, group pictures of our SPHS sections, our drum majors, our officers, our section leaders, and our director. It will be a great memento of your senior's final marching year.*

*Please send the bottom of this form, your Senior Honor Ad, and payment to:*

*SPHS Program Ads  
C/O Jim and Pat Collins  
672 Creek Road  
Severna Park, MD 21146*

*The size of your ad should be 4.75" tall by 7.5" wide (**landscape view**).*

*Checks should be made out to SPHS BOB.*

.....

*Name of Senior* \_\_\_\_\_

*Person Contributing Ad:* \_\_\_\_\_

*Email Contact (in case of questions)* \_\_\_\_\_

*Senior Honor Ad is* \_\_\_\_\_ *Attached as Hard Copy*  
\_\_\_\_\_ *Emailed to* [SPHSProgram@gmail.com](mailto:SPHSProgram@gmail.com)

*Payment is attached as* \_\_\_\_\_ *Check: Check Number* \_\_\_\_\_ *Amt \$50*  
\_\_\_\_\_ *Cash*

*Any questions? Please email* [SPHSProgram@gmail.com](mailto:SPHSProgram@gmail.com)  
***Thank you for supporting the band!!***

***DUE BY SEPTEMBER 16, 2017 or before.***

## 2017 SPHS HOME SHOW PROGRAM PATRON AD FORM

**Patron Ads are a fun way for family, friends, or fellow students to give a shout out to their favorite band member, band section, or just the entire marching band! These are short, personal messages of support, congratulations, or well wishes. The funds raised go right to our music program! Please consider a patron ad to share your support of SPHS marching band! DUE BY September 16, 2017 or before.**

Enter your message in the box below. Each triple row of boxes (60 total) is considered one line. A Patron Ad can be one or two lines. A Business Patron Ad is two lines. Allow one box for each letter and space of your message. Lines do not have to be completed. Short messages (or long) are both fine.

Line 1:																				

Line 2:																				

Name of Purchaser \_\_\_\_\_

CONTACT PHONE OR EMAIL (in case of questions about message) \_\_\_\_\_

**I am purchasing (please check below):**

One Line Personal Patron Ad (60 spaces) for \$2.00

Two Line Personal Patron Ad (120 spaces) for \$4.00

One Commercial Patron Ad (2 lines; 120 spaces) for \$10

Payment:  Check for \$\_\_\_\_\_ attached. Check # \_\_\_\_\_  Cash \$\_\_\_\_\_ attached  
 Checks should be payable to SPHS BOB. \_\_\_\_\_ I sold an ad so I receive a two-line ad free of charge.

Forms and payment can be dropped off in envelope in band room OR mailed to:  
 SPHS Program Ads, C/O Jim & Pat Collins; 672 Creek Road, Severna Park, MD 21146

QUESTIONS? Please email them to SPHSProgram@gmail.com