

Help us Strike up the Band!!



Associate Your Company With Success!

When you sponsor the Paul Laurence Dunbar High School Band, you are aligning your company with one of the most award-winning bands in Fayette County. The PLD High School Band consistently achieves the highest rankings in state assessments, and the marching band is a two-time winner of the esteemed Sudler Shield, and has been a KMEA State Finalist or Champion since 1991, as well as a Bands of America Regional Champion on numerous occasions. The Dunbar Marching Band also appeared in the Macy's Thanksgiving Day Parade in 2007 and 2014.

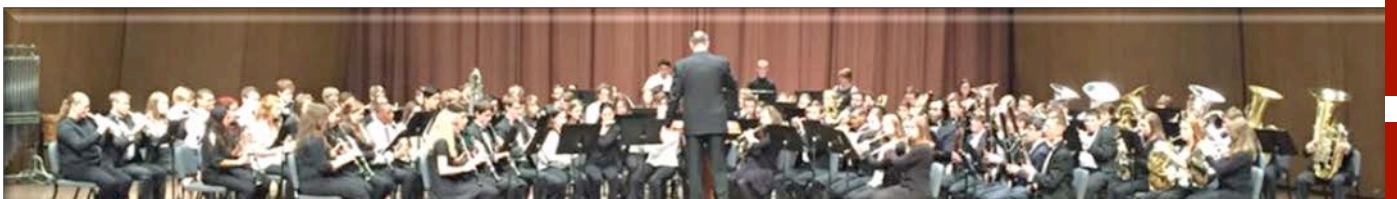
The band is comprised of more than 200 students who are involved in three concert bands, marching band, jazz ensemble, percussion ensemble, pep band, and fall and winter color guard ensembles. That means that you will gain regular exposure to a diverse group of students *and their parents* who want to support the companies that help their students achieve. What's more, our bands perform locally and regionally throughout the year, which means your advertising dollars will reach a wide geographic area.

Being in band develops a strong work ethic, discipline, teamwork, and above all a sense of responsibility. These are qualities any employer wishes to have in their employees; by supporting our band, you will help to strengthen your own employee pool and help build a stronger future for us all!

In 2015-16 the PLD Band performed at the following events:

- 6 Home Football Game Half-Time shows
- Parent and Alumni Preview show
- North Laurel High School
- Ryle County High School
- Dayton University
- Male High School, Louisville
- Tates Creek High School
- KFC Yum Center
- Area concert
- 3 District Concerts
- 4 Pep Band Performances at PLD Basketball tournament
- University of Louisville Invitational
- Singletary Center for Fine Arts- University of Kentucky
- Western Kentucky University
- Nashville, TN
- Bowling Green, KY
- Picnic on the Dawgwood
- Jazz Band performance at Comedy Off Broadway

We are a group that appreciates our sponsors!!



2016-17 Sponsorship Packages

Platinum Level \$5,000 (Only 2 available)

- Private performance by the PLD Band at your corporate event (based on availability; certain restrictions apply)
- Announcement promoting your business as a Platinum Level Sponsor at all home football games and band concerts (approximately six times)
- A Full Page, color ad featured in the PLD Concert Band Program (minimum of 4 concerts)
- A Full Page ad in the *PLD Bands Newsletter* sent monthly to approximately 200 band families
- Two dedicated e-cards promoting your business and services – you provide the artwork and copy – sent to band families and alumni on the dates of your choosing (certain restrictions apply)
- Your company logo on the sleeve of the PLD band shirts, given to each member of the band, and worn throughout the year by both band members and their families
- Four (4) tickets to each performance during the Spring concert season
- Four (4) tickets to the PLD Homecoming game
- One table at the PLD Vendor Fair
- One table for six at the annual *Picnic on the Dawgwood* concert
- One 3x6 banner on the fence surrounding the football field and facing the main school parking lot. This fence is visible to all student bus riders, student drivers, and teachers each school day and is heavily used during all major events held at Dunbar High School
- Your Company Logo on a Sponsors Banner that will be prominently displayed at events hosted by the PLD band, including concerts and fundraising events
- Your Company logo with a link to your website on the PLD Band homepage
- At least 10 mentions per year on the PLD Band Facebook page
- 8"x10" wall plaque, suitable for hanging

Gold Level \$2,500

- Announcement promoting your business as a Gold Level Sponsor at all home football games and band concerts (approximately six times)
- A Full Page, color ad featured in the PLD Concert Band Program (minimum of 4 concerts).
- A Half Page ad for one year in the *PLD Bands Newsletter* the band newsletter is sent monthly to approximately 200 band families
- One dedicated e-card promoting your business and services – you provide the artwork and copy – sent to band families and alumni on the date of your choosing (certain restrictions apply)
- Your Company Logo on a Sponsors Banner that will be prominently displayed at events hosted by the PLD band, including concerts and fundraising events
- Four (4) tickets to each performance during the Spring concert season
- Four (4) tickets to the PLD Homecoming game
- One table at the PLD Vendor Fair
- One 3x6 banner on the fence surrounding the football field and facing the main school parking lot. This fence is visible to all student bus riders, student drivers, and teachers each school day and is heavily used during all major events held at Dunbar High School.
- Your Company Logo on a Sponsors Banner that will be prominently displayed at events hosted by the PLD band, including concerts and fundraising events
- Your Company logo with a link to your website on the PLD Band homepage
- At least 10 mentions per year on the PLD Band Facebook page
- 8"x10" wall plaque, suitable for hanging

Silver Level

\$1,500

- A ½ Page, color ad featured in the PLD Concert Band Program (minimum of 4 concerts)
- A ¼ Page ad for one year in the *PLD Bands Newsletter* sent monthly to approximately 200 band families
- One dedicated e-card promoting your business and services – you provide the artwork and copy – sent to band families and alumni on the date of your choosing (certain restrictions apply)
- Your Company Name on the backs of the show shirts, worn to each football game, each marching band performance and throughout the year by both band members and their families
- Two (2) tickets to each performance during the Spring concert season
- Two (2) tickets to the PLD Homecoming game
- One table at the PLD Vendor Fair
- Your Company Logo on a Sponsors Banner that will be prominently displayed at events hosted by the PLD band, including concerts and fundraising events
- Logo with link to your website on PLD Band website
- At least 5 mentions per year on the PLD Band Facebook page
- A framed certificate, suitable for hanging

Bronze Level

\$750

- A Listing as a Bronze Level Sponsor in the band concert programs all season
- A Business Card Sized Ad for one year in the *PLD Bands Newsletter* the band newsletter sent monthly to approximately 200 band families each month
- Two (2) tickets to the PLD Homecoming game
- Your Company Logo on a Sponsors Banner that will be prominently displayed at events hosted by the PLD band, including concerts and fundraising events
- Your Company Name Listed on PLD Band website
- At least 3 mentions per year on the PLD Band Facebook page
- A Framed Certificate, suitable for hanging

Friends of the Band A La Carte Sponsorships

Half-Time Sponsorship \$500: Your company will be announced as the sponsor of the award winning PLD Dunbar Marching Band and their crowd-pleasing Half-Time Show at one home football game.

Field Banner \$400: This 3x6 banner will be displayed for 9 months and will be located on the fence surrounding the football field and facing the main school parking lot. This fence is visible to all student bus riders, student drivers, and teachers each school day and is heavily used during all major events held at Dunbar High School.

Concert Program Ad: Your camera-ready artwork will be featured in the PLD Band programs for a minimum of four concerts. See next page for advertising specs.

Full Page, B&W \$250 / Half Page, B&W \$175 / Add Color \$100

2016-17 Sponsorship Agreement

Sponsorship Level

Platinum (\$5,000) Gold (\$2,500) Silver (\$1,500) Bronze (\$750)

A La Carte Selections

Half-Time Sponsorship \$500

Field Banner \$400

Concert Program Ad Full Page B&W \$250 Half Page B&W \$175 Add Color \$100

Program Advertising Specs: Full page 4.5"x 7.5" Half Page 4.5" x 3.75" 300 dpi, jpg format

Logos in vector format (1-color for t-shirts, Full color for banners).

Digital Artwork- Please send digital artwork to pld.band.sponsorship@gmail.com. You will receive confirmation that your artwork was received and a sample of the final advertisement.

The PLD Band Parents Association and the undersigned agree to the following:

- The Sponsor shall receive the benefits set forth in the PLD Band Sponsorship Flyer consistent with the level of sponsorship chosen above. Note that contracts signed after August 31, 2016 may lose some benefits due to printing deadlines for t-shirts and banners.
- Agreed upon benefits will be provided between July 20, 2016 and Jun 20, 2017.
- The PLD Band Parents Association has permission to use Sponsor's logo for advertising purposes commensurate with company policies.
- The Sponsor's contribution is due upon signing.

Sponsor Information:

Company Name _____

Company Address _____

City _____ ST _____ Zip _____

Contact Name _____ Title _____

Phone _____ Email _____

Authorized Signature: _____ Date _____

Band Representative Name _____

Email _____

Please make check payable to:

PLD Band

Mailing address:

PO Box 910068

Lexington, KY 40591

Corporate Sponsorship Package Talking Points

- As a PLD Band, Corporate Sponsor, businesses will be aligning their brand with an award-winning program that consistently ranks among the best in the state. And Platinum Sponsors even have the opportunity to have the band perform for them at a private corporate event!
- Sponsors will have numerous opportunities to promote their brand to approximately 200 PLD Band members and their families throughout the year. They can also change their print advertising and announcements (excluding banners) as needed in order to promote seasonal offers.
- Because PLD band banners face the parking lot, the Sponsorship Banners will be seen by not only PLD band members and their families, but also every Dunbar student who rides a school bus and all families whose students are involved in athletic programs at Dunbar which utilize the football stadium.
- Sponsoring the band will earn valuable exposure to some of the best students at Dunbar High School throughout the year – not just during an athletic season – and exposure starts in mid-July during band camp (or as soon as the contract is signed).
- The PLD Band Parents Association does not have any paid staff. Every penny of the sponsorship will be used to support the band programs.
- While a sponsorship is not tax deductible as the sponsor is receiving goods in exchange for the investment, donations are welcome and are tax deductible.