

KWHS Band Concert Program Advertisers FAQ

1. What am I buying?

You are buying an ad space in the band concert program. The Key West High School Band is creating a program that will be distributed to attendees of more than 8 concerts during the school year. With over 120 students in band, the large auditorium is occupied by many parents, family, friends of the students and music lovers in the community. We expect to deliver 200 to 400 at each concert. We encourage band members and their families to support our sponsors and advertisers.

The program is an 8 ½ inches tall by 5 ½ inches wide booklet. The one-color cover is a high quality card-stock paper. The interior consists of white pages holding band and concert information with black and white ads. Ad sizes and prices are on the order form.

In late September, the band boosters will mail you a thank you letter as a receipt. You will also receive a sponsorship photo of the band.

2. Who are the band boosters?

The Key West Band Boosters is a non-profit organization that exists to support the band program at Key West High School. Its members are parents of students and other interested adults. The band boosters support the goals and objectives of the band program, provide people power, foster administrative, logistical and financial support, and promote a positive image of the band throughout the community.

3. What if I do not want to buy an ad but I do want to make a donation?

We gratefully accept donations. You may sponsor a student with a monetary gift. Fill out the form and check the box at the bottom left side near your desired gift amount. Mail it to the Key West Band Boosters with your check. You will be listed in the program as a sponsor and will receive a sponsorship photo of the band (with a donation over \$50).

You may also sponsor the entire band program at any time by visiting the website at www.kwhsband.com. It is very easy to submit a donation through paypal or payment of your choice. Your contribution is much appreciated and will be recognized by the band boosters.

4. Where does the money go?

50% of the ad sales cost goes directly to the sponsored student's band fees account, while the other 50% assists the entire band program with operating expenses.

Key West High School Band is the largest and most expensive student activity program enriching the lives of over 120 young musicians. Contrary to belief, the School does not cover necessary expenses to run a full instrumental music program. Students must pay fees and fundraise in order to participate in the band. Band program costs include special equipment purchases, marching uniforms, concert attire, music for 120 students, visiting instructor expenses, transportation expenses to perform at *home* and away games,

transportation expenses to perform at music festivals, parades and several competitions, band camp expenses and a lot more.

Being a member of an instrumental music program is very rewarding and educational. A groundbreaking study released by the Dana Foundation indicates that “a strong, positive correlation exists between music training and literacy, mathematics, memory and attention performance as well as emotional and social well being.” Band students consistently perform in the top 20% of their classes and represent the teamwork, dedication, confidence and responsibility desired by community and business leaders. Your support will extend far beyond the capital needs.

5. When is the program order form due?

Please fill out the form with payment to Key West Band Boosters and hand it directly to your sponsored student *or* mail in as soon as possible. Make sure to keep a copy for your own records and to refer to as you design your ad. At the very latest, postmark your envelope before September 23rd to arrive by the ad deadline of September 26th. Mail to: KW Band Boosters, PO Box 5749, Key West, FL 33045

6. When is the ad due?

Camera ready ads are due no later than September 26th. Have your artist email the black and white 300 dpi ad to kwbandboosters@comcast.net. The band boosters are unable to design or create the ad for you. Call Carolyn at 304-0326 or email the boosters for any questions.

7. What if more than one band student approaches me for an ad?

A band student may approach you to solicit an ad after you have been previously approached by another band student. Sales are on a first come, first serve basis. Please be patient with the student and explain that you have already been solicited for an ad with the band program. The student probably does not know that you have already been asked. If you are able and willing to additionally support a second student, you may consider a sponsorship donation. If you want to increase your ad size to assist another student, please call Carolyn at 304-0326.

We are trying to eliminate this from occurring by posting a weekly list of committed advertisers on our website so the students can easily check to see who has already purchased an ad. The sooner you get your payment and form in then the sooner you will be in that list.

**Thank you for supporting the award winning Key West High School Band!
More information on the band, current fundraisers and their performance
schedule is available at www.kwhsband.com.**

Key West Band Boosters, PO Box 5749, Key West, FL 33045