

# SANTALUCES BAND FENCE BANNER SALES



This is just one of the fundraising opportunities we offer each year, but it is by far one of the biggest opportunities for profit. This fundraiser is very important as much of our budget is spent in the first four months of the year for marching and pep band. **It is possible that many of our students could raise their entire fair share with this one fundraiser.** The first \$50.00 of this fundraiser goes to the band's general fund. ALL of the remaining profits will go into the student's account.

**In this packet please find the following:** (Make additional copies if needed)

1. This Instruction Sheet
2. Introduction/Sponsor Letters
3. Banner Ad Sales Form

## New Lower Price

### Instructions:

1. Please look through the packet and become familiar with it BEFORE going out to sell ads. Remember, the skill of cold sales is invaluable to anyone in their future endeavors!
2. When going out to sell ads, please dress nicely, or wear your Santaluces Band shirt.
3. Introduce yourself first as a member of the Santaluces Chiefs Band and present the Introduction and Sponsor Letter.
4. Show a copy of the photos of the fence banners.
5. Ask the sponsor if they would like to support the Santaluces Chiefs by purchasing a fence banner
6. The fence banners are placed on the fence facing Hypoluxo Road and remain for one year. The banner sales form explains the guidelines provided by the School District of Palm Beach County. Please read through this so you understand it and can explain it to the potential banner sponsor.
7. They may want to keep the information and look it over. Try to set up a time when you can come back, and make sure you go back at the agreed upon time. Make sure your name and contact information is on the Ad sheet. Have a notepad to take good notes on who you visited.
8. Do not just drop off the information and expect them to contact you. If you do drop information off, follow up, be courteous, answer all questions and thank them for their time, even if they don't purchase an ad.
9. If they don't want to purchase a banner, suggest that they can make a tax deductible donation to the band program. (Any amount is acceptable.) Again, thank them for their time, even if they don't purchase an ad.
10. If they purchase a banner, most likely they will have copy or an idea of how they want their ad to appear. Take all the information and attach it to the ad sheet. Make sure you get all the contact information, and collect payment at that time if convenient. If they need time to cut a check, set up a time to come back and pick up the check.
11. All artwork must be placed in an envelope with the payment and order form. Do not staple, fold, paper clip or crease the artwork in any way. Only the check may be stapled to the order form. **All orders must be turned into Mr. Nikolovski.**
12. **ABOVE ALL, BE PROFESSIONAL AND COURTEOUS.** It's good to develop a bond with these generous sponsors who can support you all through your years with the Santaluces Chiefs Band.

Uncomfortable going out and talking to businesses? Remember, businesses LIKE schools. It's good business to help the community. Remind yourself that this is to benefit you and your music activities. Here are some things to think about:

- Bring a parent or other adult with you. You can team up with another Band Member and split the credit for the sales.
- Google "businesses in 334\_\_" Easy way to gather a list.
- Examples: Dry cleaners, car repair shops, dentists, chiropractors, restaurants, take outs, tutoring businesses, gyms, dance and other extracurricular activity centers...
- Take good notes and follow through on call/visit backs.
- Be mindful that just because the first person you speak with may not be the decision maker, they are always a decision influencer and will appreciate your treating them with respect.
- Try to listen and tell the difference between "no" and "not now" and "I need more information".
- Build relationships with sponsors that can last all through your years of high school.
- Spend your time wisely. Time spent should be equal to the opportunity you see.
- Volume isn't always key. It's smarter to visit fewer businesses of quality potential than quantities of unlikely businesses.
- Learn to be yourself with strangers and project confidence. This skill is valuable after high school and all through your life.



## Introduction and Sponsor Letter

We are pleased to introduce one of our students, who is a member of the **Santaluces Community High School Chiefs Band**. This student is participating in one of the important fundraisers of the year, our Fence Banner Program.

**New Lower Price**

It takes a great deal of money to run a successful high school band program as everything the band does outside the classroom, as well as some expenses inside the classroom, are raised and covered by the band students and their parents, and not covered by your personal or business tax dollars. Our budget includes purchasing music, instrument repair, specialized instruction, travel to assessments, and student recognitions. In addition to providing his/her own musical instrument and materials, each family is responsible for raising his or her proportionate share of what is required to run the band program and provide a memorable band experience for every interested student. **Your generosity in supporting the band and music is greatly appreciated.**

Please see the order forms for prices. We have discounted the yearly amount for 2017! All we need is the camera-ready ad copy. If you purchased a fence banner last year and would like it to remain the same, just let us know and we will use the same copy. Details for banners are shown on the banner order form.

Please consider supporting our musicians in their worthy efforts by purchasing a Fence Banner.

If you do not wish to purchase a banner at this time, please consider a tax-deductible donation to the **Santaluces Community High School Chiefs Band**.

Thank you,

***Santaluces Community High School Chiefs Band***

Nik Nikolovski, Chiefs Band Director

6880 Lawrence Road

Lantana, FL 33462



## BANNER ORDER FORM

Student Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Paid by Cash: \_\_\_\_\_ Check Number: \_\_\_\_\_

Our banners are approximately 4 foot by 6 foot, with white background. The banners that the Band sells will be displayed on the outside of the school fence facing the along Hypoluxo Road. They will hang on the fence for a period of one year from installation and will be seen by all traffic on Hypoluxo Road.

The price for a banner is \$400.00 for 1 year. **New Lower Price**

Please attach design instructions (camera ready logo) based on the following **School District of Palm Beach County** guidelines:

1. **Design Standards:** Any method of recognition of business partners on fence screens that is substantially visible from outside School Board-owned property shall meet the following standards:
  - a. The text must be printed on fence wind screens placed on fences to camouflage the chain link. For safety in high winds, screens are recommended at 85 closed mesh material for wind resiliency.
  - b. The fence screens must all be uniform in size and color. The suggested size coincides with the height of the fence, up to a maximum of 6' high and width of each panel 10' wide. Only two colors may be selected (for example, school colors). The background/screen color and font color used on all screens must be consistently the same color and font style to ensure uniformity. Font size must not exceed 8".
  - c. Side-by-side banners must not be used to create longer messages.
  - d. Screens must be placed side-by-side (abutting one another), at a uniform height, aligned with the top rail of the fence, for a neat uniform appearance.
  - e. The fence screen must thank the sponsor (Suggested language is: "Thank you to our business partner \_\_\_\_\_" or "This school is supported by \_\_\_\_\_").
  - f. No photographs shall be printed on the screens. The business logo may be displayed in the upper left corner of the screen, but it must be no larger than 18" by 18" in size, and may use the business partner's standard corporate colors for the logo only, or in the same color as the font used for the other printed text on the screen.
  - g. Any banners or screens hung in areas not substantially visible from the street are exempt from these design standards. In addition, these design standards do not apply to temporary signs concerning school related events.



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