



*FENCE BANNER & FOOTBALL PROGRAM
COMMUNITY SPONSORSHIP CAMPAIGN*

STUDENT Instruction Kit

COMMUNITY SPONSOR INSTRUCTIONS

Welcome to the Santaluces Band and our first and most important Community Sponsorship event of the year. This is but one of the just one of opportunities for community sponsorship we offer each year, but it is by far the biggest opportunity 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 event!** The first \$50.00 of money 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. *Your Community Sponsor Help Sheet*
3. *Introduction/Sponsor Letters and samples*
4. *Football Program Advertisement Order Form*
5. *Football Program Ad Size Page*
6. *Fence Banner Ad Sales Form*

Instructions:

1. *Please look through the packet and become familiar with it BEFORE going out to speak with potential Community Sponsors. Practice with someone.*
2. *When going out, please dress nicely, or wear your Santaluces Band shirt.*
3. *Introduce yourself first and present the Introduction and Community Sponsor Letter.*
4. *Ask the sponsor if they would like to support music education by becoming a Community Sponsor of the Santaluces Band by placing an ad in our 2017 Football Program. The programs are available at all five home football games between now and November1. Show a copy of previous programs.*
5. *Show them the ad order form, explaining the prices. Show them the ad size page so they can see the different size ads.*
6. *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.*
7. *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.*
8. *If they don't want to purchase an ad, 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.*
9. *If they purchase an ad, 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.

10. *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 in, to the band room, no later than August 18, 2017. No exceptions.*
11. **ABOVE ALL, BE PROFESSIONAL AND COURTEOUS.** *These people will be the ones who support you in one way or another during your time at SCHS.*

COMMUNITY SPONSOR HELP SHEET

1. Know the features of our banner and ad programs and their benefits to a potential COMMUNITY SPONSOR.
2. Dress professionally as a representative of Santaluces Chiefs! Remember that body language peaks volumes, so a firm handshake, a smile and relaxed posture are important. Introductions should be clear and you should make the purpose of your visit clear right away
3. Know who makes the buying decisions and what their current needs are. The first person you speak with is considered to be the "gate keeper". They may or may not be the decision maker. **BE NICE TO THEM.** They may be the decision maker or for sure have the ability to help or hurt your cause.

Script: Hello, I am _____. I'm a student at Santaluces HS and am in the BAND. I am here to discuss allowing our school to advertise for your business as a COMMUNITY SPONSOR. Can you help me by directing me to the person in charge of that?

4. Asking questioning helps you build rapport as well because selling is all about establishing a good relationship. People prefer to buy from those who take the trouble to find out what the customers really need and to understand the concerns and constraints they have. Open questions (who/how/what/where/when) are useful for information seeking.

Script: How can one of our reasonably priced advertising benefit you? An average of 6000 cars travel past our school each day, according to the official 2016 Palm Beach County traffic study. Also, hundreds of local families attend our football games.

5. The sales presentation stresses the benefits the customer would obtain from buying your goods or services. It has to show that in buying from you, the customer will be able to satisfy his or her main needs. The presentation will vary therefore from prospect to prospect and will be driven by the information obtained through questioning.

Script: Your business can be a "Community Champion" for music education and be seen by the public as a business that helps high school students. It will provide your business with a reputation as a caring company.

6. By this stage you will be aware of the messages the customer is sending out. If it looks as if the customer is really sending out signals saying they want to buy, then you can move to the

closing stage. You simply need to ask if the customer wishes to go ahead.

Script: Can we fill out the paperwork together and decide how you want the ad to look? I will come back and collect your payment when you are ready. Our parent partner in this program will follow up with you. Her name is Sharon Wickham.

- 7. It may seem as if the deal has been successfully concluded at this point, but it has not. The follow-up is crucial. It will be essential to honor delivery dates and after-sales service to ensure customer satisfaction. Assure them that we appreciate them as a partner. Remember, we are building long term relationships in the community and partnering with Sponsors who will be loyal to the Chiefs for many years.*

Money Instructor® <http://content.moneyinstructor.com/1368/sellingtechniques.html>



Introduction and Sponsor Letter

We are pleased to introduce one of our students, who is a member of the Santaluces Community High School Band. This student is participating in our first and most important Community Sponsorship opportunity of the year, our 2017 Football Ad Program and our 2017 Fence Banner program.

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 becoming a Community Sponsor for the band and music is greatly appreciated.

Please see the order forms for prices and sizes of ad. All we need is camera-ready ad copy. If you placed your ad last year and would like it to remain the same, just let us know and we will use the same copy. At this time, we cannot guarantee color ads. If you send us artwork that is black and white, your ad will be black and white. The banner form also provides details for the fence banners.

Please consider supporting our musicians in their worthy efforts by becoming a Community Sponsor. The program ads will be seen at all of our home football games and the fence banners are seen by an average of 6000 people per day traveling by our school. The band at Santaluces High School is one of the most active organizations on campus and has a very positive impact on all those involved.

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

Thank you,

Santaluces Community High School Band Program
Nikola Nikolovski, Director
6880 Lawrence Road
Lantana, FL 33462



FOOTBALL PROGRAM AD MARK-UP FORM

Student Name: _____ Phone: _____ Date: _____

New Ad (Print Ready Artwork Attached) _____ Renewal ____ (Page ____ last year)
Renewal ____ (New Artwork)

Name of Business: _____

Contact Person: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Paid by Cash: _____ Check Number: _____

Name of Authorized Representative: _____

Signature of Authorized Representative: _____

*******CAMERA READY ARTWORK*******

Please PAPER CLIP or INCLUDE IN ENVELOPE

(No Staples)

Initial beside desired size

- | | |
|---|--|
| _____ 1/8 Business Card | \$50 |
| _____ 1/4 Page 3 ¹ / ₈ W X 4" H | \$75 |
| _____ 1/2 Page 6 ³ / ₈ W X 4"H | \$100 |
| _____ 1 Full Page 6 ³ / ₈ W X 8"H | \$150 |
| _____ Line Ad (Up to 60 Characters) | \$25 (SCHS retains the right to Edit Content for Offensive Language) |
| _____ Band Patron (Name Only) | \$10 |

PLEASE MAKE CHECKS PAYABLE TO:

SANTALUCES BAND

Completed and Signed forms may be give this to parent or student or returned to:

Santaluces Band
c/o Program Ads
6880 Lawrence Rd
Lantana, FL 33462

Business Card

Ad Size

1/4 Page Ad Size 3 3/4 x 5 Inches

1/2 Page

Ad Size

5 x 7 1/2 Inches

NOT TO SCALE

Full Page or Cover

Ad Size

7 1/2 x 10 Inches



SANTALUCES BAND

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. 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 the crowd at all home varsity, JV and freshman football games, all home boys and girl soccer games, all home lacrosse games, all home track events and anything that happens in the stadium.

The price for a banner is \$500.00 for 1 year.

Please attach design instructions based on the School District of Palm Beach County guideline below:

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.

SANTALUCES

CHIEFS

2014-2015

FOOTBALL

ALMA MATER

For all the memories and the friends
 We lift this song of praise
 We sing to all the victories
 To all the joyous days
 And through the many years to come
 Our hearts will always be
 With you dear Santaluces High
 Forever faithfully

FIGHT SONG

We are the Mighty Chiefs
 Of Santaluces High
 We take the ball from goal to goal
 With our hearts held high
 Make way for the Mighty Chiefs
 Our cause to do or die
 So fight, fight, fight to victory
 For Santaluces High

MARCHING CHIEFS

Santaluces Invitational
 10/11

Crown Jewel
Marching Band Festival
 10/18

Marching MPAs at PBCHS
 10/25

Band Director:
Drum Major:
Band Captains:

RIVA MOTORSPORTS

Go Santaluces Chiefs

Fun for the whole family!

3671 N. Dixie Hwy., Pompano Beach, FL 33064 (954) 785-4820

SEASON SCHEDULE

8/22 CHIEFS @ ATLANTIC
 8/29 CHIEFS VS. WELLINGTON
 9/12 CHIEFS @ LAKE WORTH
 9/19 CHIEFS @ PARK VISTA
 9/26 CHIEFS VS. JUPITER
 10/02 CHIEFS VS. PALM BEACH CENTRAL
 10/10 CHIEFS @ SEMINOLE RIDGE
 10/17 CHIEFS @ BOCA RATON
 10/24 CHIEFS @ JOHN I. LEONARD
 10/30 CHIEFS VS. SPANISH RIVER
 11/07 CHIEFS @ VERO BEACH

COACHES

HEAD COACH
 Jason Bradley

**ASSISTANT HEAD COACH/
 OFFENSIVE LINE**
 Justin Hare

**RUNNING BACKS/
 DEFENSIVE ENDS**
 Tony Gaillard

OFFENSIVE ASSISTANT
 Artez Fulton

DEFENSIVE COORDINATOR
 Mike Bully

LINEBACKERS
 Jim Proctor

DEFENSIVE LINE
 Mike Lawson

J.V. HEAD COACH
 David Witt

J.V. ASSISTANT
 Joe Thomas

J.V. ASSISTANT
 Kyle Smith

TEAM ROSTER

1	STALONE, PETERSON	QB	WR	SR	32	SITZBAF, JESSE	DL	SR
2	LANHAM, MALIK	WR	SR	SR	33	GRIVES, JREL	LB	SR
3	WISSE, MIKE	QB	WR	SR	34	BAILEY, HANNON	LB	SR
4	STONEY, SIDDHU	WR	SR	SR	36	TORCHIO, NICKSON	DB	JR
5	EXANTIS, BRANDON	RB	SR	SR	38	ALMADRO, SCHIEDER	LB	JR
6	BATEAN, JONOR	RB	JR	SR	40	DEAGAN, JOSH	DL	SR
7	PALOMO, MARCOS	RB	SR	SR	42	PETRELLI, JOEY	DL	JR
8	JEAN, MARCELLOS	DB	SR	SR	50	LAMEY, CONRY	DL	SO
9	DELEON, ALDO	DB	JR	SR	61	BRENTON, KAYNOR	DL	JR
10	BAKES, PATRICK	DB	JR	SR	62	VICTORIA, JORDEL	DL	JR
11	JOSEPH, FENEL	RB	JR	SR	65	ESCOTO, JAVIER	DL	JR
12	RIVERA, JOSE	LB	SR	SR	66	DONOMO, JAVIERSON	DL	JR
13	YOUNG, TEAR	DB	FR	SR	62	DOMINGO, SEBASTIA	DL	SR
14	YOUNG, TAVARUS	RB	DB	SO	64	BREAN, JOSH	DL	JR
16	JEAN-TIMBLE, DAVID	LB	SR	SR	65	BEORON, GABRIUS	DL	JR
17	BURKICK, GABRIEL	LB	JR	SR	66	BROWN, HENRI	DL	JR
18	HARRIS, KENNELSON	DB	JR	SR	71	STEPHENS, CAMERON	DL	SR
20	MCCLURE, ZACHARY	LB	JR	SR	72	PHARRE, CAVON	DL	JR
21	ALLEN, CHAD	LB	SR	SR	76	ESPINO, GABRIEL	DL	SR
22	LASCH, KYLE	WR	DB	SR	80	MENDELSEBERG, KEVIN	WR	JR
24	MANNING, JACOB	DB	JR	SR	82	PERRY, DAMON	DL	SR
25	BRISSON, BRYAN	DL	SR	SR	85	PATERSON, TROY	WR	JR
28	SOUFRANT, KENDY	LB	SO	SR	88	SHAW, DENHONORE	WR	JR
30	HAMILTON, SHAMAR	DL	SR	SR	90	SPELLS, ANTON	DL	FR
	SHANE, PHILIP					BUITTS, MARCUS	LB	WR
	VELASQUEZ, SAUL					WILLIAMS, SPENCER	JEAN, WINDLON	
	WERNER, TROY					DORRIS, WESNER	WELLIOT, AMOS	

Samantha

It's your senior year and we are so proud of you!
 Trumpets Rock!
 We love you Mom & Dad

SANTALUCES COMMUNITY HIGH SCHOOL

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 0.mk/shsprintshop
 open monday through Friday

music man

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