



Instrumental Music Association

Easton Area High School Instrumental Music Department

Ms. Carole Lutte, Director Marching Band, Concert Band, Jazz Band, Orchestra, String Ensemble

Dear IMA Families,

What does the October 5, 2011, **37th Annual First Flag over the United Colonies Band Festival** mean to you and your student?

♪ It's Fun. ♪ It's Festive. ♪ It's Friendly - competition and camaraderie among local high schools bands. ♪ It's a Fantastic opportunity to show the skill, talent, and **PRIDE** of EAHS Marching band to friends, family, and the entire Lehigh Valley community.... *AND it's an unparalleled ♪♪♪♪ Fundraising Opportunity!!*

Your immediate help is critically needed!

- ♪ Business sponsorship is needed to make our event successful!
- ♪ Contact Renee Drago at 610-258-3794 or Sandra Reiss at 610-253-3277 or by e-mail at eahsmusic@gmail.com for a list of businesses, professionals, and organizations who have previously contributed. Your follow-up will significantly increase contributions!

Recognize that everyone is a potential sponsor. You will be warmly welcomed by those who understand that continuation of such programs is valuable to students and the community.

Can family members be personal sponsors and honor favorite student(s), alumni, or in memoriam? YES, YES, and YES! Please do! IMA parent members who own a business and desire to personally be a Festival sponsor will qualify for the following exclusive sponsorship rates:

- ♪ \$75 for a full page advertisement*
- ♪ \$40 for a half page advertisement*
- ♪ \$25 for a quarter page advertisement*

Another great way to show support is through **Personal Patron Ads**. Don't forget to encourage others to be a patron for only \$5 as another way to honor your favorite student. For details see the **Personal Patron Form** enclosed.

What else is needed? Volunteers are urgently needed to help with planning the Festival as well as during the Festival. Help is needed to coordinate the sponsorships, prepare raffle prizes, make phone calls, chaperone the bands, direct traffic, sell raffle tickets, and much more. Please call or email as soon as possible with your availability and areas of interest.

Lastly, please plan to attend the Festival and **encourage everyone you know from your neighborhood, at work, at school and around the community to attend.** Enclosed is a pre-sale ticket order form. Without a doubt, attendees will be dazzled by the performances of participants. Show support for the hard work of our students while increasing the Festival's revenue and showing appreciation for our sponsors.

Please show them your support by helping with Personal Patrons and contacting businesses.

Please contact potential sponsors today!

Sponsor & Patron Forms Deadline September 7th!!

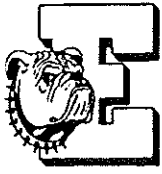
Thank you for your support and making a difference for your music student.

Renee Drago, First Flag Festival Program Co-Chair
Sandra Reiss, First Flag Festival Program Co-Chair
Janice Piccotti, First Flag Festival Event Co-Chair
Lorraine Ruggiero, First Flag Festival Event Co-Chair

Attachments:

Parent Business Advertisements & Parent Dedication Ad To Your Student Form*
Instructions for ads*
Personal Patron Ad Form*
Pre-Sale Ticket Form*

****All forms are available on the website (www.eahsmusic.org)***



**EASTON AREA HIGH SCHOOL
INSTRUMENTAL MUSIC ASSOCIATION**

Presents

37th FIRST FLAG OVER THE UNITED COLONIES BAND FESTIVAL

**PARENT OWNED BUSINESS ADVERTISEMENT FORM OR
PARENT AD DEDICATED TO YOUR STUDENT FORM
(PLEASE COMPLETE ONE FORM PER ADVERTISEMENT)**

\$75 - FULL PAGE AD

FULL PAGE AD SIZE: 9 1/2" h x 7 1/2" w

\$40 - HALF PAGE AD

1/2 PAGE AD SIZE: 4 5/8" h x 7 1/2" w

\$25 - QUARTER PAGE AD

1/4 PAGE AD SIZE: 3 5/8" w x 4 5/8" h OR 2 1/4" h x 7 1/2" w

DEADLINE FOR ADS: SEPTEMBER 7, 2011

NAME OF PARENT/ or
PARENT BUSINESS _____

Mailing Address _____

Parent Name _____

E-Mail _____

Telephone# _____

Fax# _____

Authorized Signature _____

Date _____ Check# _____

Mail: Order Form, Payment & Ad (CD/Print Ready/art work) To:

IMA, P.O. Box 3535, Easton, PA 18043-3535

Please Make Checks Payable to: IMA (Instrumental Music Association)

♪ Electronic file (CD) or Email ad submissions (preferred) to:
eahsmusic@gmail.com

Questions: eahsmusic@gmail.com or call Renee Drago-610-258-3794 OR Sandra Reiss – 610-253-3277

First Flags Parent Business and Dedication Advertisement Requirements

To make your ad look as good as possible and to reduce the work load for our ad retouchers, please adhere to the following guidelines for your ad.

Ads must be the following size to fit the program format:

Full Page Ad	9 1/2”h x 7 1/2”w
Half Page Ad	4 5/8”h x 7 1/2”w
Quarter Page Ad	3 5/8”h x 4 5/8”w

When submitting your ad, you have one of 3 options. You may use any one of the 3 methods, but please note that a digitally submitted ad will look the best in the program.

First Option: Completed ad in digital format—if your ad is completed and of the right size, you may simply email it to eahsmusic@gmail.com. The file may be in any of the following formats (in preferred order): .pdf, .png, .psd, .jpg, .gif, .bmp, .doc, .docx, .ppt, .pptx. Other formats may work, but we cannot guarantee an obscure file format will be workable.

Second Option: Completed ad in paper format—if for some reason you only have the ad in paper format, you can still submit it to us. However, to get the best results, it is best to not fold the ad. Place it in a manila envelope and either mail it or personally give it to a First Flags contact. Remember to make sure that the ad is of the correct size.

Third Option: If you have all the necessary parts for your ad, but are not able to assemble it yourself, you can send all the parts to us and an ad designer will put together your ad for you. The parts can be given to us either digitally or on paper. If you wish to include photos in your ad, either give us the *original* photos (we will return them to you), or scan them (in color) and email the photos to us. Remember that your ad may not look exactly as you intend, but the ad designers will try their best to recreate your idea in an ad.

If these simple guidelines are followed, your ad will look professional in the program.

A few items to note:

-All text should be typed to ensure legibility
-Photos should either be original or high quality scans
-Although the ads will print in black and white, they may be submitted in either black and white or color

-Simple ads are best! Leave out complicated, detailed features
-Paper submitted ads must be in high quality, they won't get any better than the way they're submitted

AD DEADLINE IS WED. 9/7/11

Email ads to eahsmusic@gmail.com or

Mail them to IMA; P.O. Box 3535, Easton, PA 18043-3535

Questions?: Contact Renee Drago at 610-258-3794, Sandra Reiss 610-253-3277, or email questions to eahsmusic@gmail.com



37th FIRST FLAG OVER THE UNITED COLONIES BAND FESTIVAL

October 5, 2011

Cottingham Stadium, Easton, PA

TICKET ORDER FORM

Save by ordering your tickets by September 7, 2011!

_____# Adult Tickets @ \$4 each = \$_____ (Adult price at the door \$5)

_____# Senior or Student Tickets @ \$3 each = \$_____ (Sr/Student price at the door \$4)

(Seniors = 60 years and over / Children under 5 years are free)

TOTAL enclosed: \$_____ Check # _____ (Payable to: IMA)

Name _____

Mailing Address _____

City/State/Zip _____

Telephone# _____ E-mail _____

Please check one: _____ I will pick-up my tickets at the box office @ 6 PM the evening of the event

_____ Please mail my tickets, time permitting

Mail Order Form and Payment to: Ticket Order, c/o IMA, P.O. Box 3535, Easton, PA 18043-3535

Ticket Order and payment must be received no later than September 7, 2011

NO REFUNDS

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