



# *Instrumental Music Association*

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## *Easton Area High School Instrumental Music Department*

Mr. Christopher Ballentine, Director    Marching Band, Concert Band, Jazz Band, Orchestra, String Ensemble, Wind Ensemble

Dear IMA Families,

What does the October 3, 2018 (rain date October 4, 2018), **44<sup>th</sup> 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 Jen Martellucci at 610-442-6031 or by e-mail at [eahsmusic@gmail.com](mailto: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. Please see the attached for the Music Money earned on outside business advertisement that you and/or your child obtain.

***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 (\$45 Music Money)
- ♪ \$40 for a half page advertisement (\$24 Music Money)
- ♪ \$25 for a quarter page advertisement (\$15 Music Money)

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.

**♪♪♪♪ EARNING MUSIC MONEY!! 60% OF ALL ADVERTISEMENTS including Parent Owned Business Advertisements, Outside Business Advertisements, Parent Dedication Advertisement to your student, and Personal Patron Advertisements, will be considered “♪♪♪♪ Music Money” .**

***What else is needed?*** Volunteers are urgently needed to help with planning the Festival as well as helping 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 August 31st!!***

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

Jen Martellucci, First Flag Festival Co-Chair

Michelle Gifford, First Flag Festival Co-chair

Attachments:

Parent Business Advertisements & Parent Dedication Ad To Your Student Form\*

Instructions for ads\*

Personal Patron Ad Form\*

Pre-Sale Ticket Form\*

Ad Prices and Music Money earned\*

***\*All forms are available on the website ([www.eahsmusic.org](http://www.eahsmusic.org))***