

Fishers INVITATIONAL

2012

February 23, 2012

Dear Sir:

On September 15, 2012 the Fishers High School Marching Band will be hosting its inaugural Marching Band Invitational at Fishers High School. This event is expected to attract 15 or more high school bands from Indiana, Illinois, Ohio, and Kentucky, along with a few thousand parent volunteers, judges, music directors and spectators. As you are a respected business in the Fishers community, we would like to invite you to become an advertising sponsor of this event.

As you may know, Fishers High School is a Class 5A school, with approximately 2300 students. About 300 of these students are involved in the school's various band programs, which include four concert bands, two jazz bands, a pep band, a large winter percussion ensemble, and the Tigers Marching Band. All of these students and their families are members of the FHS Band Boosters, a not-for-profit 501(C)(3) organization, whose mission is to support the school's various music programs.

The Tigers Marching Band is the high school's single largest student group. The marching band currently has about 170 students, and is managed by 30 or more staff members and adult volunteers. Since the school's inception seven years ago, the Tigers Marching Band has experienced phenomenal growth, and this year is no exception. An additional 80-100 new students are expected to join the high school's band programs next fall.

The FHS band program is one of the best in Indiana. The Fishers Marching Band has received gold awards at several marching band competitions over the last few years, and was a semi-state finalist in 2010. The concert bands routinely achieve gold ratings at various Indiana competitions, and scores of individual students and small ensembles have achieved gold ratings at ISSMA competitions, or have joined the Indiana All-State Band. The band's drum line which performs as a Winter Percussion group, won first place in the State last year. The drum line also recently performed with Madonna in the televised half-time show at the Super Bowl.

The FHS Band Boosters support these various band programs to allow the students to achieve their fullest potential as musicians. To maintain the caliber of these programs, the Band Boosters must rely on the donations of the Fishers High School families and the Fishers community. The students in the Tigers Marching Band will need to have their uniforms replaced in the near future, and the cost to do so

First Annual Fishers Invitational • September 15, 2012 • Reynolds Tiger Stadium
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exceeds \$75,000. The Invitational is intended to benefit the marching band's general fund to cover these types of expenses. It is the single largest event ever hosted by the Band Boosters, and the largest day-long event ever held at FHS. An undertaking of this magnitude cannot be accomplished within the support of the Fishers business community.

The estimated cost for hosting this event is approximately \$24,000. In order to defray these expenses the Band Boosters is offering various forms of advertising to selected businesses in the Fishers community and related music enterprises. 100% of your sponsorship contribution will be used to defray the expenses of hosting the Invitational and supporting our young people in the Fishers Band. A schedule of the various advertising levels and the benefits associated with each sponsorship level is attached for your consideration.

Again, thank you for supporting the band members of Fishers High School through your advertising sponsorship. If there is any further information that you need in order to evaluate your sponsorship of this worthwhile event, please feel free to contact me or Joe Saxophone, the Booster's sponsorship representative, at 123-456-7899 (or JoeSax@XXXXX.com).

Sincerely,

Mary Music
President, Fishers High School Band Boosters
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XXXXBands@gmail.com

cc: Mr. Marching, Band Director, FHS
Mrs. Marching, Asst. Band Director, FHS