



Harmony Program Guide

2017-2018

What is the Harmony Program?

Harmony is the band's fundraising program which engages local businesses to support - financially and "in kind" - The Bands of Wando. The program offers every student the opportunity to earn his/her "Fair Share" of band expenses by securing business sponsorships.

Even if you can afford to pay your Fair Share – we would encourage all band members and their families to secure a Harmony Sponsor.

The additional money helps to support the Bands of Wando today and potentially for years to come.

We have two different sponsorship options:

1. Harmony Business Sponsorship Program
 - Stadium signs and additional benefits
2. Lowcountry Invitational (LCI) Ad Sponsorship Program
 - Sponsor ads run in the LCI Program

Harmony Sponsorships

New Sponsors	\$ Amount Donated	Fairshare Amount
Director Level	\$ 5,000+	\$ 1,000
Instructor Level	\$ 2,500	\$ 750
Leadership Level	\$ 1,000	\$ 500
Marching Member Level	\$ 500	\$ 250

- Selling Period: May 19 – July 31, 2017
 - Renewals: April 7 – May 12, 2017
- 4'x6' signs displayed in and around Wando Football Stadium
 - Additional benefits based on sponsor level
- Sales Limit: 4 per student
- Sponsor Contribution is Tax Deductible

Harmony Sponsorships

Renewing Sponsors	\$ Amount Donated	Fairshare Amount
Director Level	\$ 4,250+	\$ 1,000
Instructor Level	\$ 2,250	\$ 750
Leadership Level	\$ 825	\$ 500
Marching Member Level	\$ 400	\$ 250

- Renewing sponsors get a discount
- Selling Period: April 7 – May 12, 2017
- Sales Limit: 4 per student
- Sponsor Contribution is Tax Deductible

Harmony Sponsorships

“Additional Benefits” per Sponsor Level

Director Level - \$5000

- 2 Stadium signs – Grand Stand level and Concessions area
- Ad on the Band Semi Trailer
- Halftime announcement at football games
- Ad on band website to include link to company website
- Ads and announcement at all band events
- LCI Award presenter
- LCI Sponsor announcement
- LCI Full Page Ad
- 6 free LCI Event Tickets
- 10 Free Harmony Cards
- Included in Harmony Card program

Harmony Sponsorships

“Additional Benefits” per Sponsor Level

Instructor Level - \$2500

- 2 Stadium signs – Grand Stand level and Concessions area
- Ad on band website to include link to company website
- Ads and announcement at all band events
- LCI Sponsor announcement
- LCI 1/2 Page Ad
- 4 free LCI Event Tickets
- 6 Free Harmony Cards
- Included in Harmony Card program

Harmony Sponsorships

“Additional Benefits” per Sponsor Level

Leadership Level - \$1000

- 1 Stadium sign – Placement based on tenure
- Ad on band website to include link to company website
- Ads and announcement at all band events
- LCI Sponsor announcement
- LCI 1/4 Page Ad
- 2 LCI Event Tickets
- 4 Harmony Cards
- Included in Harmony Card program

Marching Level - \$500

- 1 Stadium sign – Standard Placement
- Ad on band website to include link to company website
- LCI Sponsor announcement
- 2 LCI Event Tickets
- 2 Harmony Cards
- Included in Harmony Card program

LCI Ad Sales

LCI Program Ad Sponsorships

Full Page Sponsor Ad


1/2 Page Sponsor Ad

1/3 Page Sponsor Ad

1/4 Page Sponsor Ad

Sponsor	Fairshare
\$ 400	\$ 200
\$ 200	\$ 100
\$ 150	\$ 75
\$ 100	\$ 50

- Selling Period: May 19 to Sept 15, 2017
- No Sales Limit
- Event Attendance is over 5,000 people
- Sponsor Contribution is Tax Deductible



WELCOME...

TO THE LOWCOUNTRY INVITATIONAL MARCHING BAND FESTIVAL

Ask any soldier and he'll tell you that marching isn't easy. Talk to any musician and they'll say that playing music is pretty difficult. Put the two things together and you're left with something that only a few people can do well. Congratulations! You are among the best of the best.

We hope you'll march yourself down to one of our restaurants and have a meal with us while you're here for the Lowcountry Invitational Marching Band Festival.

i'm lovin' it®

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How Do I Get Started?

- The entire program is outlined on the Band Website:
 - www.wandobands.org
 - **Username: parent Password: warriors**
 - Then click on the heading “Fundraising”; and
 - Then click on the subheading “Harmony Sales”
 - Go directly there via: <http://wandobands.org/fundraising/harmony-sales/>
- An overview of the Harmony Sponsorship program for sponsors is available on the Band Website:
 - Click on the heading “Fundraising”; and
 - Then click on the subheading “Harmony Sponsorships”
 - Go directly there via: <http://wandobands.org/fundraising/harmony-sponsorships/>

How Do I Get Started?

Within the website: **Fundraising: Harmony Sales**

- “Step 1” gives an overview of the program for students and families
- “Step 2” gives some materials that can be used in the process
 - Harmony Sponsorship Information
 - LCI Program Advertisement Information
 - Harmony Sales Brochure for Sponsors
 - Harmony Sales Presentation for Sponsors
 - The 501(c)(3) Tax Status Letter and Tax ID Number

How Do I Get Started?

(via <http://wandobands.org/fundraising/harmony-sales/>)

- “Step 3” - Before you begin contacting potential sponsors you must check the “Online Sponsor Tracking Database List” to see if the sponsors are already affiliated with the band.
 - **The Online Sponsor Tracking Database List** - This online list contains all existing businesses that may be renewing (“Hands-off” businesses), AND the businesses that have already been contacted by students. The list documents whether they are a new/renewing sponsor, their interest, and payment status.

How Do I Get Started?

(via <http://wandobands.org/fundraising/harmony-sales/>)

- **“Step 4” - Complete the Process –**
 - 3 important steps/forms must be completed to finish the process:
- 1. **Contacted Sponsor Online e-Form** - Fill out this form as soon as you make contact/present the Harmony program to a new or renewing business.
 - You MUST input all of the required information correctly to secure sponsor ownership.
 - Please allow up to 5 minutes for the Online Sponsor Tracking Database List to update with your new entry. Credit will not be applied to a student until this form is completed.
- 2. **Sponsorship Form** – Print and fill out this form when you secure the sponsorship/receive payment.
 - Checks made out to “Wando Band Boosters” or sponsors can pay online (if paying online indicate so on the form).
 - Sponsors can pay online via the website: wandobands.org/fundraising/harmony-sponsorships/
 - » If they pay online you still need to submit the form and write on it “paying online.”
 - Drop the payment and form off into the band room safe or mail them to the Wando Band Boosters via the address on the form.
- 3. **Secure the logo/artwork** – You must secure from the sponsor what they want on their sign.
 - Signs are 4' tall by 6 ' wide - if possible, have them design/layout how they would like their sign to look to include their logo and any information/verbiage they want on the sign.
 - Less is more: less writing means a bigger logo/contact information and thus better visibility.
 - Send the artwork/design in to the Harmony reps at harmony@wandobands.org

Next Steps

- All payments, artwork/sign designs must be submitted to Harmony by **July 31, 2017**
- Harmony reps will announce the “Sign Hanging Days” (tentatively 2 Saturdays out of August 5th, 12th and 19th) at the Wando Stadium.
 - These are MANDATORY for any band member and their family who sold a Harmony Sponsorship.
 - You must attend one of the two dates
 - Have your picture taken in front of your sponsor’s sign and send it to them
 - Band Leadership attends both dates
- After all payments are collected and around the beginning of the school year, the Treasurer will be sending out invoices for band fees/Fair Share amount owed to all band members.
 - Typically it takes one invoice to be distributed before you will be credited for your Harmony Sponsorship Fair Share contributions.
 - The Treasurer will communicate with all families about this process and how the Fair Share contributions can be utilized.
 - » It is important to note that Fair Share monies allocated to a student's account can only be applied to certain mandatory expenses incurred by the Band on behalf of individual students.

Next Steps

- It is suggested that you stay in touch with your sponsors throughout the year
 - Invite them to band events – football games, special rehearsals, LCI, Fall/Winter/Holiday/Spring Concerts, the Christmas Parade, Guard competitions, etc.
 - Update them on band competitions and band results – let them know how their sponsorship helped us get to Atlanta, Indianapolis, etc.
 - Maintain the relationship so that they will continue to support the Bands of Wando.
- Band members, families, friends, etc. are encouraged to get to know our Harmony and LCI sponsors and patronize those businesses.
 - When you go to the business, let them know how much you/we appreciate them.

Other Fundraising Opportunities

- The Harmony Card Discount Program is where Harmony Sponsors can offer deals - “10% off your next car wash,” “buy one sub get your next one free,” etc. on a discount card produced and then sold to the public via the Harmony program.
 - This is a selling point in the process – the cards are sold and encourage the public to patronize our Harmony Sponsors.
 - If a sponsor wants to participate in the Harmony Card program – scheduled for January 2018 – December 2018 – please note this on the forms in “Step 3” and a Harmony Rep will contact the business about the deal they want to offer on the card.
 - Band Members will be able to sell Harmony Discount Cards to earn Fair Share Credit.
- Other fundraising opportunities will be announced via Ways and Means Board Members throughout the year.