

Rules/Policies for Students & Parents

Business Sponsorship Program



- **Program Timing, Limits and Availability** - all students have the opportunity to sell sponsorships. “Sponsorship Availability” and “Per Student Limits” are defined below. A student who sells more than the stated “Per Student Limit” will only earn Fair Share credit up to the defined sales limit. Funds above the limit will be applied to the band general fund. **Payment received date secures a sponsorship not “Sponsor Contacted Date” or “Sponsor Commitment Date”.**

Fund Raising Program		Selling Price	Fairshare Amount Earned	Sales Limits per Student	Availability	Sale Timeframes
Selling Sponsorships	HARMONY Program	\$500 to \$5000+ ea.	Up to \$1000 ea. (Varies by Level)	Limit 4	300 max.	New Sponsors May 19 - July 31 Renewals Apr 7 – May 12
	LCI Program Ads	\$100 to \$400 ea.	50% of Sales	Unlimited	Unlimited	May 19 - Sept 15

Note: All sponsorships offer a verity of price levels which provide different sponsor benefits and community exposure.

Once a given type of sponsorship is sold out, an announcement will be posted to the band website and an email will be sent out to parents advising them of the sold out condition.

- **Sponsor Ownership:**

1. **At no point should a student or parent approach an existing sponsor or a new potential sponsor that has already been contacted by another band family. You must check the “Online Sponsor Tracking Database List” to avoid any conflict:**
 - Existing Sponsors - All renewing sponsors are initially placed in the “**Online Sponsor Tracking Database List**” and are marked as “Hands Off” indicating they are already assigned to a student or the Band (“Band-Owned”).
 - New Sponsors - Check the “**Online Sponsor Tracking Database List**” to verify that the business has not already been contacted.
2. If a RENEWING Business requests (in writing) a student other than the current owner to receive Fair Share credit for the renewal, the requested student is responsible for securing a NEW sponsor at the same level as the RENEWING Sponsorship (a replacement sponsor at the renewing level) for the original owner of the RENEWING sponsor.
 - NO Fair Share credit will be awarded for the RENEWING sponsor until the total sponsorship payment is received by the NEW sponsor.
 - Once the NEW owner of the RENEWING sponsor is no longer in the band, ownership of the RENEWING sponsor reverts to the band, i.e. the RENEWING sponsor is non-transferable.
3. Ownership of a new potential sponsor is defined by the family who has made contact with a decision maker at the business and logs all the required contact info into the online sponsor tracking database. **The tracking database date/time stamp information defines sponsor ownership if two families have made contact with the same business.**
4. If a current sponsor has not been contacted/ presented a **renewal proposal by April 30, the sponsor ownership becomes the property of the band.**

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- **Sponsor Payment** – it is the sole responsibility of the band family who is hosting the sponsorship to make sure their sponsor makes their payment in a timely manner. Payment status is reported in the “Online Sponsor Tracking Database List”. Payment plans are available for “Leadership Level” and higher sponsors and must be pre-approved by the Development Committee. Sponsors can pay by using either the online PayPal feature or by writing a check to the Wando Band Boosters. **Fair Share Credit** – **Fair share credit is awarded only after full payment is received.** It is the responsibility of the student/parent to collect any sponsor outstanding payment. At no time will "Fair share" credit be awarded for a sponsor’s in-kind donation.
- **No Guarantees on Lottery Sponsorships** – any student who is awarded a lottery sponsorship will need to contact that sponsor and follow the standard sponsorship sales process. There is no implied guarantee that these sponsors will renew. Time limits will be provided for lottery sponsorships, so that others will have the opportunity to contact them.
- **Sponsor Sign Artwork** – the family who secures a new sponsor is responsible for providing the sign artwork to the Harmony program coordinator. All artwork must be submitted by July 31 to support the hanging of signs in August.
- **Stadium Sign Placement** - sign placement is determined by the below listed priority criteria and payment received date. If a payment plan is established for a “Leadership Level” or higher sponsor, then the receipt of their 1st check will be used to determine sign placement. A business may request a lower level placement, but not a higher one.
 - 1st - Sponsorship level first (highest to lowest)
 - 2nd - Renewing Sponsors
 - 3rd - New Sponsors
- **Sponsor Sign Replacement** - if a sponsor’s stadium sign(s) needs replacement, the hosting family will be notified by reviewing the Online Sponsor Tracking Database List, which will include a note indicating the sign needs to be replaced. The replacement fee will be only \$75 each in addition to the sponsor’s renewal fee.
- **Stadium Sign Hanging** – all students who sell sponsorships are required to participate in the stadium sign hanging work session in August and any called emergency weather days.
- **Disputes** – disputes over ownership may occur. Every effort will be made to solve an issue in a fair and equitable manner in accordance with the written policies of the program. If a situation occurs outside the basic parameters, the Band Booster Board has the final determination of the situation.