

HARMONY PROGRAM SPECIFIC QUESTIONS:

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20. Who should businesses contact for more information about Harmony?
21. How many businesses can I log into the Database?

STADIUM DIGITAL SIGN SPECIFIC QUESTIONS:

1. What is the size of the digital stadium sign?
2. Can a business tell me when they want their ad displayed?

DISCOUNT CARD SPECIFIC QUESTIONS:

1. Do my sponsors have to participate in the discount card portion of the Harmony program?
2. How often can my sponsor change his discount offer during the Discount Card period?
3. How will my sponsor communicate his offering to the program coordinator?

GENERAL QUESTIONS:

1. How will my sponsor be admitted free to events and concerts?
2. A dispute over a sponsor ownership might come up. What do I do?

HARMONY PROGRAM SPECIFIC QUESTIONS:

1. **What is the Harmony fundraiser program?**

Harmony is the band's fund-raising program, which engages local businesses to support The Bands of Wando. It offers every student the opportunity to reduce his/her "Fair Share" band fee by securing business sponsorships.

With a sponsorship, businesses gain a unique opportunity for local recognition and direct marketing access to a network of over 2,500 band friends, family members, alumni and the thousands of fans that attend every Wando home football game and other band and athletic events.

2. **How many different Harmony sponsorship levels are there?**

There are 5 different levels. The more a sponsor contributes, the more recognition and advertising promotion they receive. The sponsor benefit matrix defines what is offered at each level.

Note: In addition to the above mentioned, there is another type of sponsorship sold separately if a sponsor does not want to purchase the complete Harmony program sponsor package:

- Lowcountry Invitational (LCI) Program Ad Sponsorship

3. **How much "Fair Share" credit can I earn?**

A student can earn credit for up to 4 Harmony sponsorships (any sponsor level) and an unlimited amount for selling LCI program Ads.

Note: For specific "Fair Share" amounts by sponsorship type, check the band website under "Pricing & Fair Share Amounts".

4. **How long does the Harmony fundraiser program last?**

The core sales/sign-up period begins in May and ends in late July. This allows enough time to produce the digital stadium signs prior to the first football game in August.

5. **How do I identify a potential sponsor?**

First you identify a potential sponsor(s) - someone your parents know or does business with. Check to see if their business name is listed on the "Hands-Off List" or in the "Online Sponsor Tracking Database List". If not, then set up an appointment to present the Harmony program to them.

Note: Make sure you contact the business owner or store manager (the decision makers) to make your presentation.

6. **What is the sales process I should follow?**

You should refer to the information on the band website under the "Before You Get Started" section. Follow the step by step process labeled "How to Sell and Report a Sponsorship".

7. **Why is it important to fill out the online “Contacted Sponsor e-Form”?**

If you visit with a business owner to present the Harmony program, filling out the online “Contacted Sponsor e-Form” lets everyone else know that you’ve contacted an authorized person (owner or manager) of that business. The online "Sponsor Tracking Database List" will time/date stamp when you filled out the e-form.

The time/date is used to determine who contacted the business and logged in all the required information first.

8. **Can I contact a business listed on the “Online Sponsor Tracking Database List”?**

NO - unless they are yours. Any business listed in this database has already been contacted by a student/Parent or is a renewing sponsor owned by someone else.

9. **The business owner will commit to purchase a sponsorship but needs time to pay, what do I do?**

Send an email to harmony@wandobands.org explaining their situation and request. The program coordinator will respond within 24 hours. Make sure you have filled out the “Contact Sponsor e-Form” online.

10. **What should I do if a business owner approaches me about purchasing a sponsorship?**

Check both the “Hands-Off List” and the “Online Sponsor Tracking Database List” to see if that business has already been approached by another band student. If it has not, you may sell them a sponsorship.

11. **Can I visit another student’s sponsor to discuss selling them an LCI Ad sponsorship?**

No. Students should not contact or approach other student-owned sponsors.

12. **Where do I receive more information and sales support materials?**

Go to the bands website (WandoBands.org). Under the **Students** menu option, select **“Harmony Sales.”** You can then scroll down to see the section labeled **“SALES MATERIAL LIBRARY”**.

13. **What happens if an existing sponsor marked “Hands-off” is not contacted by the deadline?**

The current sponsorship becomes the property of the band.

14. **How does a business lock-in on a Harmony sponsor?**

Normally the student/parent secures a verbal commitment first. It is important to note that sponsorships are only secured after payment is received. The date the payment is received establishes that sponsors sequence and priority number.

15. **What should I do once I receive a sponsorship commitment from a business?**

You should send an email to harmony@wandobands.org letting the program coordinator know that your sponsor will be making a payment. List the business name and sponsorship level in the email. You should already have entered the contact into the Online Sponsor Tracking Database List.

16. How can my sponsor make his/her payment?

There are 2 different methods:

Method #1 - Online Payment using PayPal.

- Go to the band website (WandoBands.org). Under the **Sponsors** menu option select "**Harmony Online Payment Options.**"

Method #2 - Write a check payable to and mail to:

Wando Band Boosters
P.O. Box 927
Mount Pleasant, SC 29465

17. How do I find out if my business paid for their sponsorship?

There are 2 methods:

Method#1 - Check the "Online Sponsor Tracking Database List". It will tell you if your sponsor made their payment and when.

Method#2 - Contact your sponsor to verify that they have made their payment and sent in their sponsor form.

Note: Since there are limited sponsorships available, it is important that you encourage your sponsor to make their payment timely so that they can secure a spot.

18. If I sell a Harmony sponsorship to a business, will they always belong to me?

Yes, if you remain in the band program and renew the sponsorship before the next year's deadline.

19. Why did I lose credit for my Harmony sponsorship?

You did not contact your business by the Renewal deadline to present them the Harmony renewal program.

20. Who should businesses contact for more information about Harmony?

They should send an e-mail to harmony@wandobands.org.

21. How many businesses can I log into the Database?

You can log up to **5** potential business sponsors per student. Once the business has decided **yes** or **no** you must notify the Harmony Team at harmony@wandobands.org to update the status.

For each potential business sponsor who says no, you may add 1 in their place up to 5 maximum potential sponsors at any one time.

STADIUM SIGN SPECIFIC QUESTIONS:

1. **What is the size of the digital stadium sign?**

Digital Stadium Advertising					
	Marching	Leadership	Instructor	Director	Maestro
Digital Ad Display Size (3 feet wide by 6/9/18 feet high)	3' x 6'	3' x 6'	3' x 9'	3' x 18'	3' x 18'
Digital Ad Occurrences - Basic - 10 Second Ad Display	6	12	12	12	12
Digital Ad Occurrences - Long - 30 Second Ad Display		1	2	4	6
Digital Ad Occurrences - Extended - 60 Second Ad Display			1	2	4
Total Digital Ad Display Time (Estimated minutes per game)	1	2½	4	6	9

2. **Can a business tell me when they want their ad displayed?**

Placement is based on the several factors; sponsorship level and receipt of payment from all businesses. The digital signs are run at random times throughout the game. If businesses have questions about their digital sign, they need to contact the Harmony committee chair directly. **Do not promise a business a specific timing of ads.**

DISCOUNT CARD SPECIFIC QUESTIONS:

1. **Do my sponsors have to participate in the discount card portion of the Harmony program?**
No.
2. **How often can my sponsor change his discount offer during the Discount Card period?**
They cannot change it.
3. **How will my sponsor communicate his offering to the program coordinator?**
All communication will be via email. No verbal instructions or commitments will be made.

GENERAL QUESTIONS:

1. **How will my sponsor be admitted free to events and concerts?**
For those sponsors who are eligible to receive event tickets as part of the sponsorship, all tickets will be available via a "Will-Call" process.
2. **A dispute over a sponsor ownership might come up. What do I do?**
Every effort will be made to solve the issue in a fair and equitable way and in accordance with the Harmony program handbook policies. If a situation occurs outside the standard policies, the Band Booster Executive Board has the final determination of the situation.