

# Harmony Business Sponsorship Program

## Rules/Policies for Students and Parents



**Sponsorship Contributions** – All Sponsorship contributions are made with the understanding that Wando High School Band Boosters (WHSBB) has complete control and administration over the use of the donated funds.

**Program Timing, Limits and Availability** - all students can sell sponsorships. “Sponsorship Availability” and “Per Student Limits” are defined below. A student who sells more than the stated “Per Student Limits” will only have their Fair Share reduced by no more than 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”**. 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. **Note: All sponsorships offer a variety of price levels which provide different sponsor benefits and community exposure.**

Fundraising Programs	Selling Prices	Possible Reduction in Fair Share	Per Student Limits	Sales Timeframes
Harmony Sponsorships	\$500 - \$7,500+ each	\$250-\$1,200 each	Limit of 4	New Sponsors - June 1 – July 31 Renewals - May 25 – July 10
LCI Program Ads	\$100 - \$400 each	\$50-\$200 each	Unlimited	June 1 – Sep 10

### **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 “Hands-Off List” AND the “Online Sponsor Tracking Database List” to avoid any conflict.**
  - a. Existing Sponsors - All renewing sponsors are initially placed in the “Hands-Off List” and are marked as “Hands Off” indicating they are already assigned to a student or the Band (“Band-Owned”).
  - b. 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 student owner, 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.
  - a. NO Fair Share reduction will be awarded for the RENEWING sponsor until the total sponsorship payment is received by the NEW sponsor.
  - b. 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.

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3. Ownership of a new potential sponsor is defined by the family who has contacted 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 contacted the same business.**
4. If a current sponsor has not been contacted/ presented a renewal proposal by July 10th, **the sponsor ownership becomes the property of the band.**

**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 Harmony Committee. Sponsors can pay by using either the online PayPal feature or by writing a check to the Wando Band Boosters. **Fair share reduction 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" be reduced 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 contact person listed on the sponsorship form is responsible for providing the sign artwork to the digital scoreboard representative. A marketing representative from Daktronics will directly contact the sponsor to obtain information. All artwork must be submitted by July 31 to support the creation of the digital signs in August.

**Digital Stadium Sign Ads** - duration and frequency of the digital ads are determined by sponsorship level and based upon average game time and ads sold.

**Transferring Sponsorships** - A band family **MAY NOT** request the transfer of a sponsorship to another band student. Only siblings may receive the transfer of a sponsorship. The band family may renew the sponsorship for the period of one year if the sibling is a rising 8<sup>th</sup> grader, but no fair share reduction will be given to a middle school student. All sponsorships of graduating and dropped students become “Band Owned” and marching sponsorships will be awarded by lottery at the discretion of the Wando Band Board while the higher-level sponsors will be managed by the band board.

**Ownership Disputes** –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.