



THE BANDS OF WANDO  
HARMONY SPONSORSHIP PROGRAM

***2024-2025 SEASON***



# THE BANDS OF WANDO HARMONY SPONSORSHIP PROGRAM

## *What is HARMONY?*

The **HARMONY Business Sponsorship Program** is the band's fundraising program which engages local businesses to support The Bands of Wando, financially and in-kind (donating goods and services). The program offers every band member the opportunity to **reduce their Fair Share band expenses** by securing business sponsorships. **This is available to all band students/families in Wando Band ensembles.**

Many businesses are interested since this...

- shows their support of our award-winning high school band program
- we promote their business, and they increase their exposure to the local community

**\*\* It's easier than you think, and we have step-by-step instructions and suggestions \*\***

We encourage all band members and families to secure at least ONE Harmony sponsor (and more if possible). This program helps fund a large part of the annual budget to maintain our band program and ensembles.



Marching Band



Color Guard / Winter Guard



Concert / Symphonic Bands



Jazz Band

## What sponsorship levels are available this year?

Sponsorship Level	Cost for the Business
Diamond	\$7,500+
Platinum	\$5,000
Gold	\$2,500
Silver	\$1,000
Bronze	\$500
<b>Optional Add-On (must choose above Sponsorship Level first)</b>	
Business Logo Sign <i>not available with the Starter Sponsorship</i>	\$200
<b>NEW!</b> Starter	\$250

### The Starter Sponsorship is NEW this year, but here are the 'Rules'.

- It is **NOT** eligible for a Business Logo Sign purchase Add-On by the business
- It does **NOT** include any scoreboard advertising for the business nor the logo 'luggage tag' [Please see the Business Sponsorship Matrix for the benefits of each sponsor level]
- It can **NOT** be used for any sponsorship renewals (It is **ONLY** for new business sponsors)
- It should **NOT** be the preferred sponsorship level when speaking with business owners [the **Bronze** and higher levels are more beneficial for the band, band families, and the business]

## How much is my Fair Share reduced per sponsorship level?

Sponsorship Level	Cost for the Business	Fair Share Reduction to the Band Member
Diamond	\$7,500+	\$1,000
Platinum	\$5,000	\$900
Gold	\$2,500	\$750
Silver	\$1,000	\$500
Bronze	\$500	\$250
<b>Optional Add-On (must choose above Sponsorship Level first)</b>		
Business Logo Sign <i>not available with the Starter Sponsorship</i>	\$200	\$50
Starter	\$250	\$100

## ***Is selling Harmony sponsorships a requirement of all band students/families?***

- No, this is not a requirement. Pay your full Fair Share amount per the payment schedule.
- But it is **highly encouraged & recommended!** **Why?**
  - It reduces your Fair Share amount (*see chart above*). **Who doesn't want to pay less?**
  - It helps to raise money for our award-winning band program, ensembles, and travel
  - It helps local businesses gain valuable exposure to the local community

## ***Is there a maximum limit to how many sponsorships we can sell?***

- No, there is no limit to the number of sponsorships each band student/family can sell.

## ***What if we accumulate more Fair Share reduction than our total Fair Share amount for this year?***

- Once you have **fully** paid your Fair Share amount, any remaining Fair Share credit may be used for your band travel expenses (i.e. Regional, State, Super Regional competition trip expenses)
- At the end of the school year, if there is still a Fair Share credit in your account after all your Fair Share and your band travel expenses have been paid...
  - #1: The credit can be applied to the student's next year band Fair Share amount  
OR
  - #2: The credit can be applied to another sibling's account in the Bands of Wando  
OR
  - #3: Your remaining credit will be refunded in the form of a check (if #1 and #2 don't apply)

## ***Do the Harmony sponsorships for this year automatically renew for next year?***

- No, the sponsorships do not automatically renew. The family of the band student assigned to the current sponsorship has the **first opportunity** to contact the business next year for renewal. The renewal must be pursued by a deadline date, or the business will be contacted by the Harmony team for other arrangements of the sponsorship.

## ***Overview of obtaining Harmony Sponsors***

- **Step #1:** Make a list of businesses that you want to contact for a Harmony Sponsorship
- **Step #2:** Check the online **Sponsor Tracking Matrix** to see if a business has already been contacted
- **Step #3:** Visit the business, and present the Harmony Sponsorship program to them
- **Step #4:** The business will give an answer of Yes, No, or Maybe
  - a. If their answer is 'Yes', have them fill out the online Sponsorship Registration Form
  - b. If their answer is 'No', thank them for their time
  - c. If their answer is 'Maybe', tell them you will follow-up with them in a few days
- **Step #5:** Make sure you fill out the online **Business Contacted Form** to reduce the number of repeat requests to the same business

## ***Step-by-Step instructions to obtain & register Harmony Sponsors***

### **Step #1**

#### ***Make a list of businesses that you want to contact for a Harmony Sponsorship***

- First, consider businesses that you or your family regularly visit or do business with  
Here are some suggestions:

*Doctor office  
Auto service  
Clothing store  
Landscaping*

*Dentist office  
Restaurant  
Furniture store  
Home repair*

*Insurance agent  
Hair salon  
Gift shop  
Chiropractor*

*Nail salon  
Grocery store  
Ice cream shop  
Car dealership*

- Second, does your family own a business? Consider becoming a Harmony Sponsor. This is a great way to get valuable exposure for your business and show your support of our award-winning program.
- Third, consider any ‘newly opened’ businesses in the area that could really benefit from the increased exposure to Wando Band families and this local community

### **Step #2**

#### ***Check the online Business Contacted List!***

#### ***See if a business has already been contacted***

- On the Wando Bands website [www.wandobands.org](http://www.wandobands.org), go to...  
***Sponsors & Fundraising >> Sponsorship Information >> Harmony Business Contacted List***

[This database matrix is updated in real-time with the latest information]

- Scroll down through the list of businesses that have **already** been contacted
  - If you see the business you were considering speaking with, do **not** contact them!
  - If you do **not** see the business listed on the tracking matrix, then you may plan to visit them

### **Step #3**

#### ***Visit the business, and present the Harmony Sponsorship program***

- Prepare your information and sponsorship materials before you visit the business
  - Information you will present to them at the meeting
    - 1- Explain the overview of the program
    - 2- **Mention your band student & their accomplishments.** Make it personal.
    - 3- Show them the 6 different Sponsorship Levels & the benefits for the business
    - 4- Provide the QR Code to the online **Sponsor Registration Form**

- Visit the business in person
  - This increases your chances of securing a sponsorship because you can make it personal
- Ask to speak with the owner, manager, or person in charge of community outreach decisions
  - If the appropriate person is not available, ask for their name, phone number, and best way to reach them or which day they will be available
  - At the very least, leave your name and phone number, and ask for the person to call you
- Present the Harmony Sponsorship program, mention your band student, and explain the benefits to their business by becoming a sponsor with the Bands of Wando
- Collect their business card or contact information. Follow-up with a visit or phone call if needed.

### **Step #4**

#### ***The business will give an answer of Yes, No, or Maybe***

- If their answer is 'Yes', have them fill out the online Sponsorship Registration Form
  - On the Wando Bands website [www.wandobands.org](http://www.wandobands.org), go to...  
***Sponsors & Fundraising >> Sponsorship Information >> Harmony Sponsor Steps***  
Click the **Register Here** link on that page
  - This link will take them to the online **Sponsor Registration Form**, where they will...
    - Fill out their business information
    - List the band student as the sponsorship recipient
    - Select the Harmony Sponsorship Level of their choice
    - Choose if they want the *optional* Business Logo Sign
    - Upload their business logo to be used on the advertising
    - Decide if they will pay online, write a check, or provide an 'in-kind' donation
    - Submit the completed registration form
  - Important! If they pay by check:**
  - 1- Have the check written to **Wando Band Boosters**
  - 2- Have them write **your band student name** on the memo line of the check
  - 3- Mail the check to: **Wando Band Boosters, P.O. Box 927, Mount Pleasant, SC, 29465**
  - **Thank them for their sponsorship! Tell them you look forward to partnering with them.**
- If their answer is 'No', thank them for their time. Move on to the next business.
- If their answer is 'Maybe', tell them you will follow-up with them in a few days

## Step #5

### ***Make sure you fill out the online Business Contacted Form***

**\*\* This is VERY IMPORTANT to reduce the number of repeat requests to the same business \*\***

- Fill out this form IMMEDIATELY after visiting the business, regardless of their answer
- On the Wando Bands website [www.wandobands.org](http://www.wandobands.org), go to...  
***Sponsors & Fundraising >> Sponsorship Information >> Harmony Business Contacted List***
- Click on the link to the “Business Contacted Form”
- Fill out this simple Google form completely...and Submit
- The online **Business Contacted List** will be updated automatically within a few minutes