



**Spruce Creek High School
Musical Performing
Arts Association**

Fundraising Doesn't Just Help the Bands, It Saves YOU \$\$

When our students raise money for musical programs or color guard, they can save money toward dues, uniform expenses, even future travel, up to \$600 a year in their student band or color guard account. Since your expenses tend to be about \$300 a year when we don't travel, a student could potentially cover all costs for two years with one or two fundraisers. Spruce Creek Musical Arts and Color Guards exist thanks to your dues and fundraising help.

The easiest, earliest opportunity for fundraising is our FALL FOOTBALL PROGRAM ad sales. These magazine-style programs are sold at football games but created by the Spruce Creek High School Musical Performing Arts Assn. (SCHS MPAA). We suggest to start selling ads in May to families of students who will be seniors, play football, or cheerleaders (Class of 2022: consider getting *your* ad). Through summer, call businesses. We have a list to help you, or try businesses you frequent first. **The final deadline for art, forms and payment is July 26. *NEW in 2021 only*, our top seller will get a free ¼-page ad to feature themselves or a family business.**

FALL FOOTBALL PROGRAM SALES TIPS:

- Help us track who you reached, so businesses aren't pestered, by reporting to footballprograms@creekband.org or a Google form if provided.
- Keep deadlines in mind – final paperwork is due by THE FIRST DAY of band camp 7/26 so don't put off sales. It's your responsibility for business follow-up on ad art, so remind them.
- More instructions are on page two of the Fall Football Programs Price Sheet packet or check soon on www.creekband.org.

OTHER FUNDRAISERS:

- September: Dry **Pasta Sales** and **Hibernate Funds** bed linens, your choice or sell both.
- December: **Luminaries** holiday driveway candle/bag kits sales (not valid toward student's accounts but participation is required in this fun, major fundraiser). We may combine this sale with Dominoes Slice the Price cards or SCHS car magnets. *For Luminaries questions only, email:* luminaries@creekband.org
- Winter/Spring: In-school sales event such as Valentines' or car magnets.

Dues deposits WILL happen and other payment deadlines may happen before students can add to their accounts, but the money stays with an active music student's account until graduation. Contact SCHS MPAA accounts receivable about financial hardships.

Questions? Write: Mary Dorn, Fundraising Coordinator: footballprograms@creekband.org



**Spruce Creek H.S.
Musical Performing
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Football Program Ad Sales 101 For Students / Families 2021 July 26 Deadline

Each year, it takes in excess of \$120,000 to run the SCHS Musical Performing Arts program – and less than \$500 comes from the school district. Two fundraisers, football program ads and the December luminary sales, bring in about half of the funds. The great thing about football ads is what it brings to individual student accounts. **50% of the ads you sell will go into your student account** (up to \$600/year with FY rollovers) to be used toward future expenses, including band fees and uniform costs. For examples, if you sell a full-page ad for \$200, then \$100 is credited to your account. The other 50% will go into the band and color guard booster account to assist with the purchase of music, instruments, competition fees, supplies and buses to attend events. It's an easy way to help the entire program AND offset some of your personal fees. *Please note:* for cover and color ads, the maximum credit to your account is \$200 per ad.

PLEASE NOTE: NO FLAT ART WILL BE ACCEPTED. IF THE ADVERTISER GIVES YOU ARTWORK THAT NEEDS TO BE SCANNED, IT IS YOUR RESPONSIBILITY TO COMPLETE. NO EXCEPTIONS.

- **Forms** can be printed from the website www.CreekBand.org (under Football Program)
- If you sold ads in the last two years, **you have until JUNE 10** to solicit those businesses that have advertised with you. On **JUNE 11**, the advertiser will return to the open businesses list on the website for any student to approach. Please refer **frequently** to the Advertiser List on www.creekband.org.
- There are no business card ad sizes. If an advertiser gives you a business card to scan for a larger ad, you **must** size it correctly for submission. Donors need time to prepare ads, so ask early and follow up.
- **First contact** with advertisers must be in person or over the phone. Please do not solicit by fax or email. Once the first personal contact is made, follow up by fax or email is acceptable.
- Typically we allow previous advertisers to use artwork on file. This year, we request fresh artwork.
- You must email footballprograms@creekband.org as soon as you receive confirmation of ad placement by an advertiser. The advertiser will be placed on a "CURRENT ADVERTISERS" list on the website. Please check this list before approaching any advertisers. **You must have some form of commitment in ad form, a check or artwork for it to be considered A COMMITMENT from the advertiser.** Walking into a business and leaving a sheet is not considered a commitment.
- **Cover Ads** – there are only two covers available: inside front and outside back (inside back cover is used for in-kind donors). It is very important that you immediately contact footballprograms@creekband.org if you sell one of these limited ads and, again, have the commitment of either the ad form signed by the advertiser, the artwork, or the money. Check the Current Advertisers list to ensure those ads are available before promising the space.
- Camera-ready ads should be submitted electronically. If the ad is larger than 5 MB, please send a separate email and we'll provide you with alternate methods like Google Drive.
- As ads are received, you will receive a confirmation email within two days. If you do not receive the email, we don't have it! If that happens, please text **Ms. Dorn at 386-679-4792**.
- Please send a handwritten, *personalized* thank you note from you and SCHS MPAA to each advertiser thanking them for their support, and try to follow up with a copy of the football program.

The ad, signed contract and payment all must be received NO LATER THAN JULY 26, 2021. The deadline really is the deadline. Late ads cannot be accepted due to production timelines. If you do not follow these rules, you may lose your portion of raised funds.

Checks and forms can be mailed to SCHS MPAA Fundraising, P.O. Box 290572, Port Orange, FL 32129-0572

Any additional Questions? Email footballprograms@creekband.org. Remember, we are a highly visible and well-known program and count on you to professionally represent each High Steppin' Hawk to the community. Good Luck!