



Walton Band Business Directory

Information Sheet

WHAT? The Walton Band Business Directory (WBBD) is one of our biggest fundraisers. How does it work?

- Students sell advertisements to businesses (**Sponsors**)
- Students collect donations from friends and family (**Patrons**)

In return for their generosity, sponsors and patrons receive the following benefits:

- Corporate logo and information in a printed directory (over 300 distributed in east Cobb!)
- Inclusion on Walton Band website for 1 year
- Promotion on Walton Band social media platforms
- Promotion on Walton Band eBlast newsletter (based on Sponsorship level)
- Commemorative Recognition Item for display in business

WHY? Participating in this fundraiser not only helps the band but also helps YOU earn money for your student account that can be used for band fees, uniform accessories, events and more! Collected funds are credited to a student's account as follows:

- The first \$100 goes to the band's general fund
- Any amount over \$100 is divided 50/50 between the band and the student's account
- ***In this example the student would earn \$425 credited to his/her account:***

SPONSOR/PATRON	AMOUNT	BAND GENERAL FUND	STUDENT ACCOUNT
Smiley Dental	\$100	\$100	\$0
Weeds Lawn Service	\$250	\$125	\$125
Grandma & Grandpa Ross	\$100	\$50	\$50
Honest Law Firm	\$500	\$250	\$250

HOW? WBBD uses the concept of account "ownership" to reward students for selling and collecting. The rules of ownership and transfer of sponsors and patrons are:

- If an ad was sold in the past, that lead belongs to the student that sold it. Check the 2017-18 WBBD*
- All students will be assigned at least one lead
- Assigned leads that are not sold by August 15 will be considered "Open"
- Any student may claim an "Open" lead (list will be posted in band room)
- Any business that was not in the directory last year may be claimed by any student

**Sponsorships sold to a business assigned to another student will have the funds credited to the student who "owns" the lead.*

WHEN? Dates and Deadlines:

- Start – May 31st
- Unsold Leads are "Open" – August 15th
- End– October 3rd
- Commemorative Recognition Item Distribution – December

Submitting Forms and Payments - *Forms will not be accepted unless they are legible, fully completed, and accompanied by payment.* Forms and payments should be placed in an envelope labeled **WBBD** and placed in the band box.

For questions, please contact Irene Barton at 678-778-5496 or irenebarto@gmail.com