



Walton Band Business Directory

Fundraiser Sample Script Sheet

Welcome to **Walton Band!!**

Would you like reduced concert/marching band fees? Or even **no** band fees? How about free Spring Concert or Band Banquet Tickets? Marching band students, would you like free dri-fit shirts or band gloves? Here is how **We** help **You** make it happen!

- What?** The Walton Band Business Directory Fundraiser is a great way to earn money toward your student account.
- How?** Students sell advertisements to businesses (**sponsors**) and collect donations from friends and family (**patrons**).
- Why?** To earn money for the band **AND** your student accounts. Student account funds may be used towards Band Fees, Camp Fees, Uniform Accessories, and more!
- When?** May 31st - October 3rd
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Selling Sponsorships is easy...Sample Script:

Band Student (Parent): *"Would you be interested in sponsoring me (my student) as a member of the Walton Band as we prepare for our competition season?"*

Business: *"Tell me more..."*

Band Student (Parent): *"By sponsoring me (my student), your business will be featured in our Walton Band Business Directory as well as on our website and social media platforms. Plus, you can join with other community members in supporting our award-winning marching band. We have various levels of sponsorship (show order form). In addition to our three ad sizes (full page, half page and 1/3 page), you have the opportunity to be a gold or platinum sponsor where your business will be featured in our school concert programs."*

Business: *"Absolutely, we would love to be a sponsor!"*

Tips:

- Refer to the Walton Band Business Directory Information Sheet for additional information.
- Don't forget to ask family and friends to become patrons
- Review www.WaltonBandBusinessDirectory.com website and if a business is not listed on the website, you are permitted to sell them a sponsorship.