



July 14, 2009

Dear BHS Band Families,

It's time to start selling ads for **The Brandywine Classic Program Book**. Every band member will receive 5 Sponsor Letters along with 5 Advertising Order Forms and an ad grid showing the size of the different ads. If everyone can bring in 5 ads, imagine how much money we can raise this year for the band!

The letter will make the job of asking for ad support easy. You can drop it off with a friendly smile or use it as a guide in explaining the ad sales opportunity to friends, family and local businesses.

Who do you ask? The answer is: everyone that you patronize -- your dentist, hair salon, dance/karate studio, dry cleaner, jeweler, butcher, baker, coffee shop, florist or doctor. We are *their* customers. They will *happily* be yours.

Most business owners are more than happy to support programs like ours. Invite them to be a "Band Booster" with an ad in **The Classic Program Book** to show support and promote their business. And, let them know that their ad will appear a second time this spring in the **37th Annual Jazz Festival Program Book**. All for one price! It doesn't get any better than that!

You are welcomed to call me if you have any questions. To make the job even easier, I will handle the ad material. Your job is to get the check with the completed agreement. Once I have those in hand, I can follow up for the ad material.

There is a REWARD too! Every time that your family brings in an ad, your band member's name will be entered to win. At the end of the selling period, 10 names will be drawn for prizes. So, *start selling!* We only have a short time!!! **Deadline is Friday, October 2nd.**

Best regards,
Mary Short
Evening: 302.762.7207