

# ***Support Instrumental Music Education!***

## **MUSICALLIANCE SCHOOL BAND PROGRAMS**

PO Box 1749, Mentor OH 44061 ❖ 440-205-0114 ❖ [office@musicallianceinc.org](mailto:office@musicallianceinc.org) ❖ [www.musicallianceinc.org](http://www.musicallianceinc.org)

### **Band Concert Program Advertising Information**

MusicAlliance is a non-profit 501c3 music education & performing arts organization founded in 2004 and based in Mentor, Ohio which provides school band programs for 27 parochial schools throughout the Cleveland, Ohio metropolitan area with a staff of 12 teachers and also operates several honor band programs which include parochial, private, and public school students. Our programs are operated *without* school, state, or federal funding. Currently our primary source of operating funds is the band tuition paid by the parents of the children in the band programs. However, our goal is for all interested students to have the opportunity to gain the lifelong benefits that come from the study of a musical instrument through an organized school band curriculum regardless of their ability to pay.

**We have initiated the sale of advertising space that will be included with the band concert programs for all 27 schools that we serve in Northeast Ohio.** The revenue generated from the selling of advertising space will be used to help defray expenses and to keep the cost of participating in band affordable for our students and their families. We need your help as an advertiser for our school band concert programs. Your ad or coupon will appear for 1 year with both the Winter and Spring Concert Programs for all 27 schools that we serve and with our Honor Band concert programs.

**We offer 3 types of ads:** a text-only \$200 ad which can include your business name/service, address, phone number, website address, & email address; a \$300 graphic business card sized ad or coupon (approximately 1.5 in. high by 2.5 in. wide) with your contact information printed beneath it; and a \$450 "double-sized" graphic ad/coupon (approximately 3 inches by 5 inches).

*Below are actual examples of business card sized ads that appeared in past concert programs.*

***Please Patronize our MusicAlliance Band Program Business Sponsors:***

 <p><b>MOTTER'S</b> Music House Inc.</p>	<p><b>Family Financial Services</b></p>  <p>Call us today for all your banking needs: <b>216.663.6800</b></p>  <p><b>Ohio Catholic</b> FEDERAL CREDIT UNION</p>	 <p><b>Deacon's</b> "The dealership that service built" <b>CHRYSLER Jeep</b></p>
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**Motter's Music House**  
5228 Mayfield Rd. - Lyndhurst  
440-442-7470 800-504-5100  
[www.mottersmusic.com](http://www.mottersmusic.com)

**Ohio Catholic Federal Credit Union**  
13623 Rockside Rd. - Garfield Hts.  
216-663-6800  
[www.ohiocatholicfcu.com](http://www.ohiocatholicfcu.com)

**Deacon's Chrysler Jeep**  
Chrysler, Mayfield Village 440-442-0424  
Jeep, Mayfield Heights 440-449-JEEP  
[www.deaconschrysler.com](http://www.deaconschrysler.com)

*If you would prefer to make a tax-deductible donation to MusicAlliance, please fill our "Individual and Corporate Giving" form which can be downloaded by visiting the following webpage: [www.musicallianceinc.org/support.html](http://www.musicallianceinc.org/support.html) or contact MusicAlliance at 440-205-0114.*

# Become an Advertising Sponsor for the MusicAlliance School Band Programs. Help enrich the lives of local kids while promoting Music Education and Your Business!

- It is human nature to read the ads in a concert program.
- Thousands of potential customers will see your business' ad or coupon with the band concert programs.
- Being an Advertising Sponsor gives you a positive image in the community.
- Parents are motivated to patronize businesses that value & support causes benefiting their children.
- Parents are interested in knowing which businesses are sponsors of their school band program and that provides an incentive for them not only to read the ads/coupons, but also to act upon them.
- Becoming a MusicAlliance Advertising Sponsor provides affordable advertising for your business while benefiting local young musicians and their families.

## Did you know...

- Studying music trains both sides of a child's brain.
- Music students score higher on both the verbal and math portions of the SAT.
- Music students who learn and develop the musical skills of tempo, tone, style, rhythm, phrasing, and feeling have better organizational, attention, and abstract reasoning skills.<sup>1</sup>
- Students who participate in band or orchestra reported the lowest lifetime and current use of all substances (alcohol, tobacco, and illicit drugs).<sup>2</sup>
- Band students can make good employees. Through learning to play their individual instrument, music study teaches kids to work independently, to focus on results, and to set high standards for their performance. Through group experiences such as band, they learn the value of working together to achieve a common goal.

<sup>1</sup>Ratey, John J., M.D. A User's Guide to the Brain. New York: Pantheon Books, 2001

<sup>2</sup> Texas Commission on Drug and Alcohol Abuse Report. Reported in the Houston Chronicle, January 1998.

**Please complete the information below and mail this page (along with payment for your ad in the form of a check or money order) to MusicAlliance, P.O. Box 1749, Mentor, OH 44061**

Your Name: \_\_\_\_\_ Name of Your Business/Service: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: (\_\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

Business Website Address: \_\_\_\_\_

**Which of the following contact information for your business do you want to appear for your ad?**

Business/Service Name  Address  City  Phone #  Website Address  Email Address

**Please indicate the ad type that you wish to purchase:**

**Text-Only AD \$200** (will contain the contact information marked above & will appear in MusicAlliance concert programs for 1 year)

**"Business Card-sized" Graphic AD or COUPON (approx. 1.5 in. by 2.5 in.) \$300**

(Will appear in MusicAlliance concert programs for 1 year. The contact information marked above will appear beneath the ad.)

**"Double-sized" Graphic AD or COUPON (approx. 3 in. by 5 in.) \$450**

(Will appear in MusicAlliance concert programs for 1 year. This can be an AD or a Coupon, or an AD that contains a Coupon. The contact information marked above should be included within the ad.)

**Internet Option (available with the purchase of any of the ad types listed above for an additional \$50 fee)**

**Place the ad & contact information that I selected above on the MusicAlliance website for 1 year. (Add \$50 to the AD fee)**

If you selected this option, do you want a link to your business website included on the MusicAlliance website? \_\_\_YES \_\_\_NO

**Instructions for submitting a Graphic AD:** Please include a black & white high-resolution (300 or 600 dpi) print out of your ad with this form. Please do not send folded or damaged material. If you prefer, you can email the ad to [office@musicallianceinc.org](mailto:office@musicallianceinc.org) as a black & white high-resolution PDF (with artwork and fonts embedded) or as a black & white high-resolution JPG or TIF at actual ad size. All ads will be printed in black ink only and that ads which do not meet format specifications will be reduced, enlarged, or reformatted to conform to the required proportions and specifications (MusicAlliance is not responsible for ad quality resulting from such conversion).

**THANK YOU FOR SUPPORTING INSTRUMENTAL MUSIC EDUCATION IN NORTHEAST OHIO!**

If you would prefer to make a tax-deductible donation to MusicAlliance, please fill our "Individual and Corporate Giving" form which can be downloaded by visiting the following webpage: [www.musicallianceinc.org/support.html](http://www.musicallianceinc.org/support.html) or contact MusicAlliance at 440-205-0114.