



## 2022 CICBF SPONSORSHIP SALES Overview

We are hosting our 21st Annual Chicagoland Invitational Concert Band Festival on April 9, 2022. The festival is our biggest fundraiser of the year. Hersey Instrumental Association (HIA) needs your help to recruit sponsors and sell ads for the festival program.

Enclosed in this packet:

- **Contacts Worksheet:** Start by filling in this sheet to create a list of potential sponsors/ad buyers.
- **Sample Scripts:** These scripts will give you some great suggestions on what to say.
- **List of Sponsors/Ads from 2021 Festival:** The previous-year student seller will have the first chance at contacting his/her business sponsors from last year. If the student does not contact his/her business sponsors from 2021 by **January 18th, 2022** then any student can try to sell the ad to the previous year's buyers.
- **2022 Sponsorship Brochure/Order Form:** Read through and become familiar with the brochure to help you with your sales pitch. Please share the QR code or link on the next page with the business & explain this is their access to the ad order form. You may print a copy of the brochure to share with the business. The brochure has a QR code with last year's program for businesses to view last year's ad book.

Need-to-Know Facts about Sponsorships/Ads Program:

- **Standard Incentive:** **20%** of every ad and sponsorship (excludes Family and Friends donation) that you sell goes into your student account.
- **Bonus Incentive:** If you sell to someone who purchased in 2021 from a student who is no longer in the band program, you will receive **40%** of the sales amount in your student account. (This does not apply to siblings of students who have left the program or to Friends of the Band ads.)

<b>Ads/Sponsorships Sold</b>	<b>Price</b>	<b>Standard Incentive</b>	<b>Bonus Incentive</b>
Conductor's Circle Sponsor	\$2500	\$500	\$1000
Section Leader Sponsor	\$750	\$150	\$300
Principal Performer	\$500	\$100	\$200
Virtual Live Stream Ad	\$300	\$60	\$120
Choral and Fest Combination ½ Page Ad	\$200	\$40	\$80
Full Page Ad	\$200	\$40	\$80
½ Page Ad	\$125	\$25	\$50
¼ Page Ad w/ Pamphlet Distribution	\$100	\$20	\$40
¼ Page Ad	\$75	\$15	\$30
1/8 Page (Business Card) Ad	\$50	\$10	\$20
Friends of the Band Donation (\$35 or more)	Varies	n/a	n/a

**All sponsorships and ads are due February 4th, 2022**

Turn in order forms and checks to the band room.

*Questions? Contact Mrs. Reed at [hia.ads.cicbf@gmail.com](mailto:hia.ads.cicbf@gmail.com)*



## 2022 CICBF Brochure

Use the QR Code below to access the 2022 Brochure



You can also share this link to access to an online order form:

<https://forms.gle/DTQc1xiR6cyTAsneA>



## 2022 CONTACTS WORKSHEET

### Use Your Contacts to Find Festival Sponsors

Use the worksheet below to start you on your way to finding some great contacts to sponsor the festival:

<b>Contact</b>	<b>Name</b>	<b>Phone</b>
Doctor		
Dentist		
Orthodontist		
Eye Doctor		
Pharmacy		
Place of worship		
Florist		
Hair salon		
New car dealership		
Car repair shop		
Driving school		
Landscaper		
Cleaners		
Painters		
Plumbers		
Funeral home		
Veterinarian		
Grocery store		
Heat/AC repair		
Favorite restaurant		
Your boss		
Your bank		
Relatives		



## 2022 SAMPLE SCRIPTS

### What Do I Say to Get Started?

- ❖ “Hello, my name is \_\_\_\_\_ and I’m in the band at Hersey High School. In April, we are hosting a concert band festival. We are looking for sponsors to purchase ads for our program book that will be shared with all participants of the festival. (hand them the brochure/order form).”
- ❖ Key points to help close the sale:
  - The festival is on April 9th, 2022. Hersey will host and feature 45 bands from around the area and music educators from all over the U.S.
  - The purpose of the festival is to provide a high quality educational music experience for the students, parents and teachers.
  - Over 3,000 students, their families, school administrators, guests and teachers will attend the festival.
  - All the money we raise goes back into the band program to help cover various band expenses (transportation, activities, competitions, supplies, education and more).
  - We offer various levels of **sponsorship** for you to think about (show form page 3).
  - (If they choose not to sponsor) We also offer **advertising** opportunities (show form on page 4 for all the ad sizes and pricing). This is a really inexpensive way to reach a lot of people.
  - If you need help with ad artwork, we can do that for a nominal charge of \$50.
  - Give the potential sponsor the QR code Postcard to connect them to the 2022 CICBF Brochure.
  - The Brochure has QR code to last year’s 2021 Program/Ad Book for reference.
  - (If they choose not to sponsor or place ad) You are also welcome to make a **cash donation** to help the band. With a donation of \$35 or more, your business will be listed in the Friends of the Band section of the concert program.
  - We are a non-profit organization so your contribution is tax deductible.
  - Checks can be made payable to: Hersey Instrumental Association.
  - Ads and artwork are due no later than **FEBRUARY 4th, 2022**. (Students need to keep track of the business ad to be sure that it gets to Hersey.)



## Returning Student Ads

Last Name	First Name	Year in School 2021-22	2021 Business Name	2021 Contact Name	2021 Purchaser Contact
Barakat	Omar	10	Soha's Sweet Treats	Soha Barakat	barakatsohale@gmail.com
Barakat	Omar	10	Heffy;s Hotdogs and More	Robin O'Grady	Charmed21ce@aol.com
Bigelow	Jacob	10	Aspired Living		
Blendermann	Adam	9	Blenderful Music	Andrew Blendermann	andrew@blenderful.com
Derbick	Julia	11	Casey Automotive	Mike Bruens	<info@caseyautomotive.com>
Dimitrijevic	Nina	10	John Hummel Insurance Agency	John Hummel	<a href="mailto:jhummel@farmersagent.com">jhummel@farmersagent.com</a>
Faley	Ryan	11	Impressive Smiles	Jenelle Kranz	<a href="mailto:jenelle@ahdentist.com">jenelle@ahdentist.com</a>
Graf	Tyler	11	Kathleen Rodriquez, Attorney ad	The Graf Family	ktansorgraf@gmail.com
Hoffman	AiQun	9	Fix This- Horn Stash	Jim/Bonnie	palatine@hornstash.com
Jeziro	Gabi	9	Oak Mill Bakery	Bogna Solak	2314 E. Rand Rd. Arlington Heights, IL 60004 (847)257-0090 <a href="mailto:bogna.solak@gmail.com">bogna.solak@gmail.com</a>
Jeziro	Victoria	12	Gasstop LLC	Peter	4200 Euclid Ave, Suite 100 Rolling Meadows, IL 60008 (847)222-3002 <a href="mailto:peterj@gastopgroup.com">peterj@gastopgroup.com</a>
King	Jacob	10	Long Shot Sports Pub	Claudia Cox	<a href="mailto:msclaudiacox58@gmail.com">msclaudiacox58@gmail.com</a>
King	Jacob	10	Little Villa Restaurant & Pizzeria	Barbara Mele	<a href="mailto:littlevillamail@yahoo.com">littlevillamail@yahoo.com</a>
Kuhl	Erin	11	Jimmy D's District	Peter Demarakis	<a href="mailto:pdemarakis@gmail.com">pdemarakis@gmail.com</a>
Lau	Sydney	9	Counselors in Association	Debrah Kowalczyk	<a href="mailto:poppandkowalczyk@comcast.net">poppandkowalczyk@comcast.net</a>
Markworth	William	9	North Arlington Barber Shop	Connor Hindes	<a href="mailto:Connorhindes@gmail.com">Connorhindes@gmail.com</a>
Mathy	Lucy	11	Acorn Home Service	Michael Mathy	<a href="mailto:mmathy1971@gmail.com">mmathy1971@gmail.com</a>
Miller	Lucas	10	Mike's Home Repair and Remodeling	Mike Miller	<a href="mailto:mwmillers@aol.com">mwmillers@aol.com</a>



Moss	Andrew	10	Epilogue	Rachel Perkal	epiloguearts123@gmail.com
Ohr	Ally	11	SMNG A LTD.	Todd Niemiec	tniemiec@smng-arch.com
Olsen	Madelyn	9	Signature Bank	Julie Simon	jsimon@signaturebank.bank
Oremlund	Raelyn	9	Michael Cell @ PropertiesMichael Cell		michaelcell@atproperties.com
Orszulak	Michael	10	Richard Construction	Aneta Orszulak	anorszulak@gmail.com
Orszulak	Michael	10	John H Larson		
Palmer	Kaeden	11	Gerber Collision & Glass	Eddie Cheskis	eddie.cheskis@gerbercollision.com
Piagari	Carter	10	Good Dog Smoothies	Bridget Piagari	mamapia3@yahoo.com
Pittas	Lilyan	11	Hill Group	John Belmont/Marc PITTAS	John.Belmont@hillgrp.com/marc.pttas@hillgrp.com
Podvrsan	Jake	10	Thuringer Gourmet Meats	Wally TenHoopern	847-253-4111
Rodriguez	Ruby	11	Cordero Funeral Home	Jovenae Rodriguez	lovis1802@comcast.net
Schroeder	William	11	Honest Reliable Processing	Bill Schroeder	bschroeder8888@gmail.com
Settersten	Paige	11	The Horton Group	George Daly	george.daly@thehortongroup.com
Slowinske	Elise	10	Nino's Pizzeria & Catering		8479474111
Stegman	Ryan	9	Professional Decorating and Painting	Andrew Stegman	astegman@professionaldec.com
Stegman	Ryan	9	Brian Hicks, DDS	Tricia Bartlett	brianhicksdds@hotmail.com
Stutzman	Isaac	9		Alona Anspach	alonaw@aol.com
Temple	Aiden	9	Plum Grove Dental		
Temple	Annabelle	9	Dana Hofer Brass Instrument Repair	Dana Hofer	danamuhofer@gmail.com
Temple	Annabelle	9	KLN Musical Services, LLC	Ken Novotny	klnmuscialservices@gmail.com
Weirich	Felix	10	Heller Lumber Company	Jane Heller	jheller@hellerlumber.com
Whalen	Brennan	10	T.R.U. by Kelly	Kelly Williams	trubykelly22@gmail.com
Hojjer	Joanelle	Staff	William Hojjer Dentistry		



## Ads Available in 2021-2022 from Graduated Seniors

2021 Grad Last Name	LAST YEAR's Business Name	LAST YEAR's Business Contact Name	LAST YEAR's Business Contact / Email Address
Klem	SUBAK INC	Pete Klem	subakinc@att.net
Leno	Itasca Park District	Mary Fran Leno	Maryfran@itascaparkdistrict.com
Leno	Allegiance Construction Group	Carl Leno	<a href="mailto:cleno@acgroup-inc.com">cleno@acgroup-inc.com</a>
Menninga	Study Point		
Menninga	Shine Functional Health (Whole Health Family Medicine and Weight Loss)		
Sprague	Schuler Shook	Christopher Sprague	csprague@shulershook.com
Steininger	Will Steininger	Will Steininger	williamsteininger@gmail.com
Werling	School of Rock		