

# Hanahan Band Boosters Sponsorship Program

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## 1.0 Purpose

The purpose of the Sponsorship Program is to provide an opportunity for individuals and business to partner with the Hanahan Band Boosters Program in support of the Hanahan High School and Hanahan Middle School band programs.

## 2.0 Scope

This program is subordinate to the Hanahan Band Boosters, which is a non-profit organization whose sole purpose it to provide financial and volunteer support for the Hanahan High School and Hanahan Middle School bands. This document is intended to give general guidelines for administering the sponsorship program. Sponsorship support is not limited to monetary contributions. The support may be in the form of services, donations or assistance given to the band. The sponsorship committee will determine the value of such support and administer the contributions of monies, goods and services according to the following:

## 3.0 Process

### 3.1 New Sponsor Process

#### 3.1.1 Initial Contact

Band members, parents, band booster members and faculty have the opportunity to contact prospective sponsors in regard to joining this program. The prospective sponsor needs to complete and return the "Sponsorship Application". The potential sponsor will be added to the database and designate as "Contacted".

#### 3.1.2 No Response

If the potential sponsor does not return the application within 60 days, the database will be updated with the contact as a "No Response".

#### 3.1.3 Receive Application

When the new sponsor returns the completed "Sponsorship Application" with a donation, the application must be promptly processed within 5 business days. The application is forwarded to the sponsorship committee in charge of the program.

##### 3.1.3.1 Forward Contribution to Treasurer

All monetary are to be forwarded to the band booster treasurer. A portion of the contribution will be set side to support this program. This account is the "Sponsorship Support Account". This account will be used to pay for the commitments of the program (example banquet tickets, stationary, stamps, web site support, trophies, etc.) No more than 25% of the total contribution will be set aside in the "Sponsorship Support Account". It is to the discretion of the Band Booster Board to determine the size of this account.

#### 3.1.4 Process Application

The new sponsor in inducted into the program. Change the sponsor's status to "Active" in the database.

#### 3.1.5 Sponsorship Benefit Matrix

Induct the new sponsor into the program according to the "Benefits Matrix".

#### 3.1.6 Sent Letter

Send a letter to the new sponsor acknowledging their contribution. The letter will be sent within 1 week of receipt of the contribution stating the amount or description of the contribution.

### 3.2 Sponsorship Renewal Process

#### 3.2.1 Send Letter to Current Sponsors

Contact all sponsors on April 1 to ask for their assistance in the upcoming year.

#### 3.2.2 Deadline for Renewal

The deadline for sponsorship renewal is August 1.

#### 3.2.3 Move to Inactive Status

The sponsor will be moved to "Inactive" status if they do not respond. If the sponsor does not participate in the next year their information is removed from the program.

### 3.3 Sponsorship Database

The program will maintain a database to track current and past sponsors. At the beginning of this program the team will use a spreadsheet until a database and user friendly interface can be constructed.

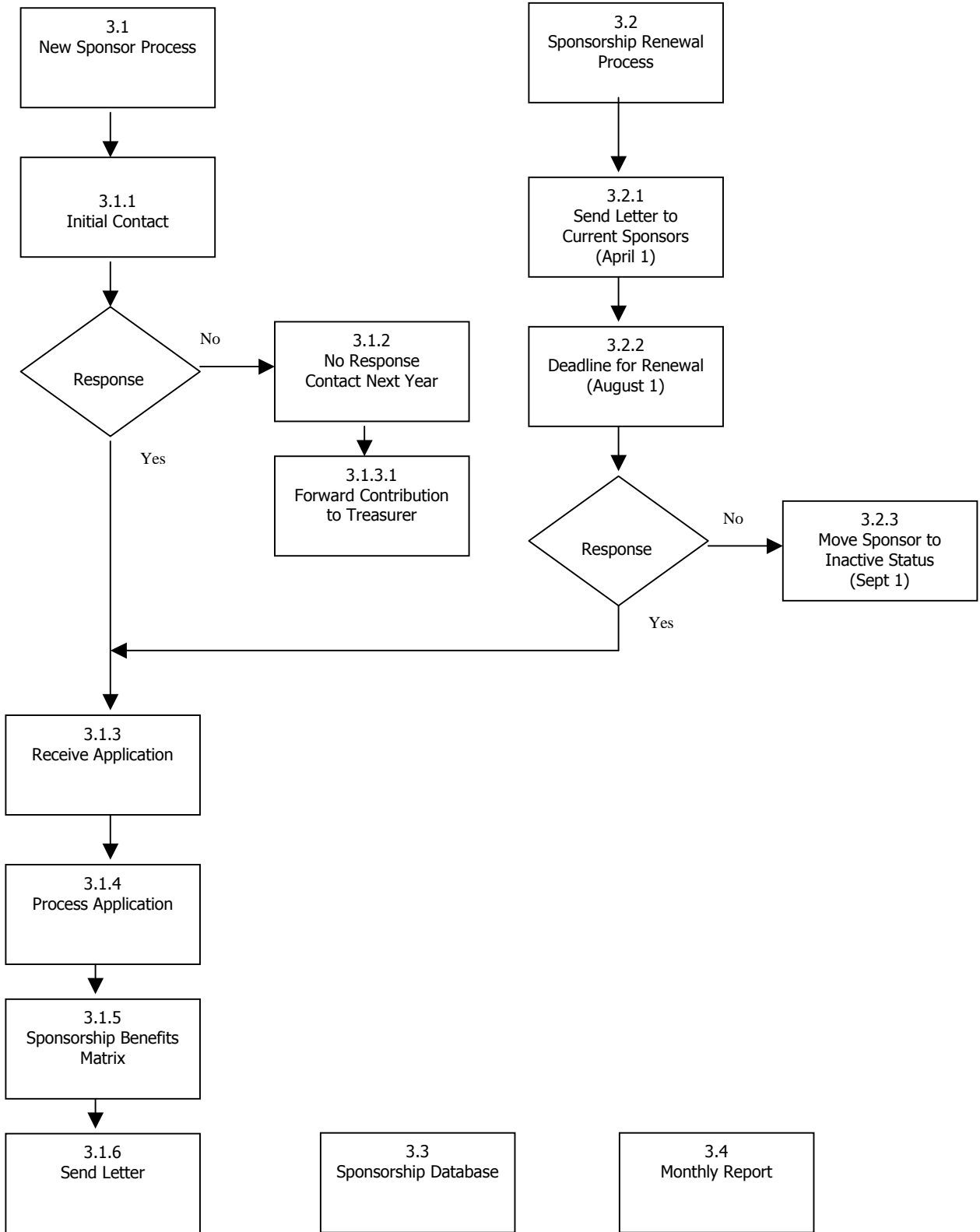
### 3.4 Sponsorship Reports

The Sponsorship Coordinator will prepare a report for the monthly board meeting.

## 4.0 Leadership

The Sponsorship Committee is responsible to the Band Boosters Board. Establish a band booster committee position(s) to provide leadership, oversight and support to the sponsorship program.

# Flowchart



### Sponsor's Benefits Matrix

Honorary Drum Major	Honorary Captain	Honorary Band Member	Patron	Supporter	Friend of the Band
\$1,000	\$750	\$500	\$250	\$100	\$30 Membership (Individuals only)

Listing on our website's Sponsor page (name, address, phone number, website and company logo)	Listing on our website's Sponsor page (name, address, phone number, website and company logo)	Listing on our website's Sponsor page (name, address, phone number, website and company logo)	Listing on our website's Sponsor page (name and website)	Listing on our website's Sponsor page (name and website)	Listing on our website's Sponsor page (name)
Framed Certificate of Appreciation as an "Honorary Drum Major".	Framed Certificate of Appreciation as an "Honorary Captain".	Framed Certificate of Appreciation as an "Honorary Band Member".	Framed Certificate of Appreciation as a "Patron".	Certificate of Appreciation as a "Supporter".	
Listed in all concert programs for the season	Listed in all concert programs for the season	Listed in all concert programs for the season	Listed in all concert programs for the season		
Preferred Seating for 2 guests at the HHS band concerts.	Preferred Seating for 2 guests at the HHS band concerts.	Preferred Seating for 2 guests at the HHS band concerts.			
Complimentary tickets for 2 to attend the HMB award banquet.	Complimentary tickets for 2 to attend the HMB award banquet.				
Receive a trophy during the HMB awards banquet					