

CENTRAL FLORIDA HIGH SCHOOL



A Program to Provide College Scholarships
and High School Band Program Funds
To Central Florida Schools

2007 Proposal/Sponsorship Package

HAPS
MUSIC FOUNDATION

A FLORIDA 501(C)3
NON-PROFIT ORGANIZATION

About HAPCO Music Foundation

Building futures through music and education for deserving at-risk youth.

HAPCO Music Foundation Inc is a 501(c)3 non-profit organization formed by Joseph Patrick McMullen known by his peers and colleagues as "Hap". In his senior year in high school (1985), Hap applied to Florida A & M University [College of Pharmacy] and for financial aid. By spring he received his acceptance letter, but coming from a single income family, Hap knew he could not afford to go college without some sort of financial aid. So when he received a letter from FAFSA indicating a "pending" status his mother encouraged him to speak with Mr. Kenneth Tolbert, his high school band director. After explaining his situation, Mr. Tolbert's exact words to Hap where "Son you go to FAMU and if financial aid does not come through for you, call me and I will take care of the situation".

Even though he received the financial aide he needed, the words of Mr. Tolbert impacted him deeply. Hap completed his degree and became a Pharmacist. Those words of inspiration and encouragement motivated Hap to organize HAPCO Music Foundation. It was his desire to create a vehicle where he could provide opportunities for other students who may be at risk to have the opportunity to go to college; his way of saying her would "take care of the situation". (rework)

The Fundraising efforts of the past have benefited students who found themselves in similar situations. Generally, students who have aspired to musical excellence are not as sought after for scholarships as athletes or the sciences. (Re word) This foundation specifically targets this segment of the student population. With the support of individual and corporate contributors we will be able to increase the number of students the HAPCO Foundation can assist. The students we reward with scholarships must be academically and musically adept. They are generally the young men and women who spend hours tirelessly perfecting their "band" and entertainment skills; just as many hours as the football players who have access to the continuation of their education through recruiters and athletic scholarships. We are asking you to support this program. We are asking that you give these students a chance to become the Mr. Tolberts and the Haps of future generations.

The sponsorship packages attached provide several levels of sponsorship that will enhance your marketing program for this year and we hope, years to come. Product exclusivity will be provided on a first come basis requiring receipt of your commitment contract and check. You will be provided with our 501(c)3 certification upon your commitment to this effort. We thank you in advance for your consideration.

THE EVENT

Central Florida Youth Band Blowout

- **5 to 10 High School Bands recruited to participate in the First Annual Central Florida High School Band "Blowout".**
- **Competition scoring will be based on marching, dance routine, song selection, and audience appeal.**
- **Each band will perform for 10 minutes maximum.**
- **Judges will be selected from the following areas: 1 from the local Central Florida high school music departments, 1 from the local radio stations, and 1 from the Florida college band departments.**
- **All high schools in the Central Florida area will be requested to compete. High Schools will be chosen based on the audition information sent in with their application to participate.**
- **One high school will be selected as the "Blow Out High School Band" with a second and third place runner up. The winner will provide the "half-time" performance at the Ghost Rider Game following the Blow-out.**
- **The Winner will be provided with a trophy and funds (a minimum of \$500.00 - more will be given based on the amount of funds raised.) The second and third place winners will receive a trophy and cash based on the amount of funds raised. The funds will be presented to the winning school to be used for the continuation of the high school band curriculum or to purchase uniforms, music or other items essential to their band programs.**
- **Arrangements for outdoor competition for drumline and horn section competitions are being negotiated.**

Time and Date: May 6, 2007 from 8:30 a.m. to 1:00 p.m. Location: Silver Spurs Arena, Kissimmee
Ticket Price: \$15.00 per person for the battle and the game Projected Audience Participants: 2000 – 2500

SPONSORSHIPS

BAND SCHOLARSHIP SPONSOR

\$3,000.00

Your Sponsorship includes:

- Company Name/logo "Band Scholarship Sponsor" Designation recognition on all Collateral Pieces (i.e. print, advertising, newspaper, website and pre-sale and day of event tickets, t-shirts and banners)
- Trophies and Awards for 1st, 2nd and 3rd Place winners would include "sponsored by"
- Hyper link to event website
- Full page color advertising in the Official Event Brochure
- 3 Corporate Banner Placements at the event location
- Inclusion in all pre-event press releases
- Inclusion in pre-event promotions and advertising
- 25 General Admission Passes
- First right of refusal for next year's event

DRUMLINE SPONSOR

\$3,000.00

Your Sponsorship includes:

- Company Name/logo "Drumline Sponsor" Designation recognition on all Collateral Pieces (i.e. print, advertising, newspaper, website and pre-sale and day of event tickets, t-shirts and banners)
- Marketing Materials and program designated and approved by Sponsor for the Drumline Competition between 1:00 p.m. and 3:00 p.m. before the Ghost rider Game.
- Hyper link to event website
- Full page color advertising in the Official Event Brochure
- 3 Corporate Banner Placements at the event location
- Inclusion in all pre-event press releases
- Inclusion in pre-event promotions and advertising
- 25 General Admission Passes
- First right of refusal for next year's event

SILVER SPONSOR

\$1,500.00

Your Sponsorship includes:

- Listed as sponsor on all press releases, print advertising and website
- ½ page color advertising in the Official Event Brochure
- 2 Corporate Banner placements at the event location
- 25 General Admission Passes.

BAND BOOSTER

\$1,000.00

Your Sponsorship includes:

- Name as "Band Supporter" on Band T-Shirt
- Listing as Band Booster in Printed Program
- 10 Invitations to Pre-Event Reception
- 10 General Admission Tickets

School Band Sponsor

\$500.00

Your sponsorship includes;

- Name listed on all printed material as school band sponsor
- ½ page black & white advertising in the Official Event Brochure
- Inclusion in all pre-event press releases
- 4 General Admission Passes
- First right of refusal for next year's event
- Banner with your logo placed in the arena where school band will be seated.

Sponsorship Application/Advertising Purchases

Contact Name, Title

Name of Company

Phone Number

Company Address

City State and Zip

Indicate Sponsorship Level (Check One)

- | | |
|---|------------|
| <input type="checkbox"/> BAND SCHOLARSHIP SPONSOR | \$3,000.00 |
| <input type="checkbox"/> DRUMLINE SPONSOR | \$3000.00 |
| <input type="checkbox"/> SILVER SPONSOR | \$1,500 |
| <input type="checkbox"/> BAND BOOSTER | \$1,000 |
| <input type="checkbox"/> SCHOOL BAND SPONSOR | \$ 500 |

If providing in-kind service/product- Please indicate: _____ (value) \$ _____

- | | | |
|--|------------|--|
| <input type="checkbox"/> Banner (inside arena) | \$1,500.00 | Must supply your own banner – size tbd |
| <input type="checkbox"/> Banner (concession) | \$750.00 | Must supply your own banner – size tbd |

Total Included \$ _____

Advertising Level:(check one)

Souvenir Program *8-1/2" x 11" booklet

- | | |
|---|------------|
| <input type="checkbox"/> Full Page Color | \$1,000.00 |
| <input type="checkbox"/> Full Page B&W | \$500.00 |
| <input type="checkbox"/> 1/2 Page Color 4" X 5.5" | \$250.00 |
| <input type="checkbox"/> 1/2 Page B&W 4' X 5.5" | \$200.00 |
| <input type="checkbox"/> 1/4 Page B&W 2" X 3" | \$100.00 |
| <input type="checkbox"/> Business Card Size | \$50.00 |
| <input type="checkbox"/> School Booster Listing | \$25.00 |

KEEP A COPY OF THIS FORM AND MAIL THE ORIGINAL WITH YOUR CHECK TO :



Hapco Music Foundation
P.O. Box 784581, Winter Garden, FL 34778
(Checks must be received by April 26, 2007 with applicable art work)
or Pay on line at: www.thebattlereturns.com
**Artwork for advertising must be supplied as pdf or jpeg file*

Check Received Date:

Sponsorship Contract Signed:

PAST SUCCESSFUL EVENTS

2005

- "Drum Line Live" September 4th

NU-VISION INC. a national promoter of sports and music entertainment events is produced with "Drum Line Live" held at the Tropicana Field in St. Petersburg, Florida, Sunday September 4th 2005. Bethune Cookman College "Marching Wildcats" along with Tuskegee University "Marching Crimson Piper Band" are the two Historically Black college bands who performed, along with high school marching bands from Miami, Orlando, and Tampa-St. Petersburg.

Attendance: 8,000

2004

- June 29th- July 30 Music Fest Miami Power of Music Summer Band Camp

The HAPCO Music Foundation Central Florida Summer Band Camp offered 150-200 students a unique blend of highly focused band training and musician experience. This FREE full time Summer Camp for students from beginning to advance levels throughout middle and high schools challenged young musicians to display their talent, learning skills, and enjoy the art of music.

Several Middle and High School students do not attend the many Summer Band camps offered around the country because of the high cost. The average band camp would cost one student \$400 plus room and board. HAPCO will provide the same caliber training (with a College Director) for FREE. Students worked daily with professional clinicians in the areas of marching fundamentals, formations, solo performance training, choreography, musicianship, motivation, attitude, team concepts, and leadership.

As a bonus to attending the HAPCO Music Foundation Central Florida Summer Band Camp, a select group of (4) students were awarded \$1000 Scholarship from HAPCO Music Foundation Inc based on demonstrated musical talent, academic performance, volunteer and community leadership, and a written essay on "Why is Music important to me".

Attendance: 200 Students were served

*HAPCO Music Foundation Education Series - August 28th

Miami Norland High School

Education: Joe Martin; is a national speaker, author, professor, and educational consultant. spoke the Miami Norland Band Students about reaching their potential. The Topic was "Its Good to be Ugly".

Attendance: 100 Students

2001

- Battle of the Bands Extravaganza"

Funder raiser - raised \$50,000 donated to state universities, colleges local high schools band programs, to include Miami Central High School, Miami Northwestern High School, and Booker T. Washington High School. In addition Gregory Drane from Bethune-Cookman College and Michael Scott from Florida A&M University each received \$1,700 in academic scholarships.

Attendance: 10,000

1999

- Florida A&M University and Bethune Cookman College 1999 Marching Band Extravaganza - "Battle of the Bands", Fund Raiser – Raised over \$20,000 donated to Florida stated universities, college and local high school band programs.

Program featured the "Marching 100" of Florida A & M University and the "Marching Wildcats" of Bethune Cookman College. In addition to the "battle of the bands", the audience will enjoyed entertainment by national and local musicians, as well as performances of several local high school marching bands.

The traditional marching band is similar to a "bugle-style" band.

Attendance: 15,000 \$20,000 which were donated to Florida state universities, colleges and local high school band programs.

- Leadership Workshop, Miami Central High School

The workshop was given to Miami Central High School band Junior and Seniors students. The workshop included past and present band members of Florida A&M University and Bethune Cookman College. The workshop was a tool to give high school students insight on college life and provide the students with leadership skills to take back to their school's band program. Attendance: 40 Students