



# LAFAYETTE BAND

Corporate Sponsorship Program 2017-2018



Champions

Tradition

Excellence



Lafayette Band in the 2013 Tournament of Roses Parade

# LAFAYETTE BAND

"The Pride of the Bluegrass"



## A Kentucky Tradition

Champions. Tradition. Excellence.

Since 1939, The Lafayette Band has set the standard for high school band programs in Kentucky and throughout the United States. With almost 80 years of musical excellence, the awards and honors achieved by the Lafayette Band, known as "The Pride of the Bluegrass", are numerous...

**18 Kentucky State Marching  
Band Championships**

**2013 Tournament of Roses Parade**

**2-time Macy's Thanksgiving Day  
Parade**

**Selected as the only band in America  
in 2014 for the prestigious Sudler Flag  
of Honor recognizing continued  
excellence for concert band**

**2-time Sudler Shield recipient from  
the John Philip Sousa Foundation  
for marching band excellence**

**National Finalist and Semi-Finalist,  
Bands of America**

**9-time Grand Champion at the  
Contest of Champions**

**31-time finalist of the Kentucky State  
Marching Band Championships**

### The Work & The Reward

The standard is high. The goal is excellence. It takes dedication, perseverance, and hard work to be a member of the Lafayette Band. More than 200 kids, ages 14-18, have signed up for the 2017-2018 Lafayette Band. The work begins in July, long before the first day of school. There will be burning-hot days and late-night rehearsals. In the midst of it all, life-long friendships forged, a sense of belonging, and a musical tradition that lives on. For these 200+ kids, the work is great but the reward is greater.



## PARTNER WITH US

We welcome the support of Lexington businesses to the ongoing tradition and excellence of the Lafayette Band. With over 200 members and families, thousands of Band Alumni and other supporters, Lafayette Band reaches deep into the Lexington community and beyond.

We hope you will consider partnering with us. Please look over the sponsorship opportunities for the 2017-2018 band year. Your support will not only benefit your business but also help ensure the continued legacy of the Lafayette Band...

Champions. Tradition. Excellence.

# LAFAYETTE BAND

## Corporate Sponsorship Program for 2017-2018

*Sponsorship levels and benefits run from July 2017 through June 2018.*

### **‘GRAND CHAMPION’ Level Sponsor (\$5,000 & Above)**

- One appearance by Band at sponsor’s event/location (to be arranged with band director/schedule)
- Quarterly sponsorship recognition post on Band’s social media accounts (Facebook, etc)
- Special Recognition Announcement at each indoor band concert/event (3,500+ attendees)
- Company logo on prominently displayed ‘Sponsorship Board’ at the Bluegrass Bingo Center (10,000 visits per year by patrons) located in Keithshire Place near the corner of Clays Mill and Keithshire Way.
- Name Recognition by Band PA announcer at the Lafayette Band Invitational and reserved table to promote business during the day-long event (9/16/2017)
- Company Logo on ‘Sponsorship Sign’ displayed at:
  - Each indoor band concert/event (3,500+ attendees & performers)
  - Lafayette Marching Band Invitational (3,000+ attendees and participants)
- Special email sponsorship recognition (2x per year) to Alumni database (1,000+ addresses)
- Company logo on official band t-shirt (worn by 200+ students throughout the year)
- Name Recognition by Band PA announcer at half-time performance of each Lafayette home football game
- 8x10 Certificate of Sponsorship suitable for display
- Logo with web link to sponsor’s website on Lafayette Band website, [www.lafayetteband.org](http://www.lafayetteband.org)
- Logo on weekly Band “e-News” email newsletter to 600+ addresses

### **‘RESERVE GRAND CHAMPION’ Level Sponsor (\$2,500 & Above)**

- Company logo on prominently displayed ‘Sponsorship Board’ at the Bluegrass Bingo Center (10,000 visits per year by patrons) located in Keithshire Place near the corner of Clays Mill and Keithshire Way.
- Name Recognition by Band PA announcer at the Lafayette Band Invitational and reserved table to promote business during the day-long event (9/16/2017)
- Company Logo on ‘Sponsorship Sign’ displayed at:
  - Each indoor band concert/event (3,500+ attendees & performers)
  - Lafayette Marching Band Invitational (3,000+ attendees and participants)
- Special email sponsorship recognition (2x per year) to Alumni database (1,000+ addresses)
- Company logo on official band t-shirt (worn by 200+ students throughout the year)
- Name Recognition by Band PA announcer at half-time performance of each Lafayette home football game
- 8x10 Certificate of Sponsorship suitable for display
- Logo with web link to sponsor’s website on Lafayette Band website, [www.lafayetteband.org](http://www.lafayetteband.org)
- Logo on weekly Band “e-News” email newsletter to 600+ addresses

### **‘DIRECTOR’ Level Sponsor (\$1,000 & Above)**

- Company Logo on ‘Sponsorship Sign’ displayed at:
  - Each indoor band concert/event (3,500+ attendees & performers)
  - Lafayette Marching Band Invitational (3,000+ attendees and participants)
- Special email sponsorship recognition (2x per year) to Alumni database (1,000+ addresses)
- Company logo on official band t-shirt (worn by 200+ students throughout the year)
- Name Recognition by Band PA announcer at half-time performance of each Lafayette home football game
- 8x10 Certificate of Sponsorship suitable for display
- Logo with web link to sponsor’s website on Lafayette Band website, [www.lafayetteband.org](http://www.lafayetteband.org)
- Logo on weekly Band “e-News” email newsletter to 600+ addresses

### **'MEMBER' Level Sponsor (\$500 & Above)**

- Company logo on official band t-shirt (worn by 200+ students throughout the year)
- Name Recognition by Band PA announcer at half-time performance of each Lafayette home football game
- 8x10 Certificate of Sponsorship suitable for display
- Logo with web link to sponsor's website on Lafayette Band website, [www.lafayetteband.org](http://www.lafayetteband.org)
- Logo on weekly Band "e-News" email newsletter to 600+ addresses

### **'FRIEND OF THE BAND' Level Sponsor (\$250 & Above)**

- 8x10 Certificate of Sponsorship suitable for display
- Logo with web link to sponsor's website on Lafayette Band website, [www.lafayetteband.org](http://www.lafayetteband.org)
- Logo on weekly Band "e-News" email newsletter to 600+ addresses

## Special Sponsorship Opportunities

### **'LAFAYETTE INVITATIONAL' Presenting Sponsor**

- Sole sponsorship opportunity for September 16, 2017 event featuring high school bands from around Kentucky at Lafayette High School with over 3,000 fans, spectators, families, and volunteers.
- Premier exposure during day-long event (10-12 hours) with company name on all promotions before and throughout the event.
- Naming rights to event *"Lafayette Invitational presented by (company name)"*
- Donation amount and other benefits, as negotiated

### **'BAND CAMP' Presenting Sponsor**

- Sole sponsorship opportunity for three-week band camp beginning July 24 through August 11, 2017
- Premier exposure during the 3 week summer camp with company name on all promotions and emails to 200+ kids, families, and staff (600+ people)
- Naming rights to event *"The (company name) Band Camp"*
- Donation amount and other benefits, as negotiated

### **'LAFAYETTE BAND RAFFLE' Sponsor**

- Sole sponsorship opportunity for the Spring 2018 Lafayette Band \$10,000 Raffle
- Coupon space for your business on back of 6,000 raffle tickets
- Donation amount and other benefits, as negotiated

### **'ENCORE' Sponsor of In-Kind Donations & Services**

- Commensurate advertising and benefits equal to same monetary level of Corporate Sponsorship donation.

*Thank you for your support of the award-winning  
Lafayette Band!*

# LAFAYETTE BAND

## Corporate Sponsorship Program 2017-2018

### “Band With Us”

The Corporate Sponsorship Program is designed to raise funds to support both the Lafayette Band Program and our local businesses.

Thank you for your support!

Please complete the following information to become a  
2017-2018 Corporate Sponsor.

### SPONSOR INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Sponsor Program Chosen: \_\_\_\_\_

Sponsor Amount: \$ \_\_\_\_\_

Date: \_\_\_\_\_

Please make checks payable to Lafayette Band Association (LBA)

PO Box 910450

Lexington, KY 40591

Please provide logo artwork for use in all advertising based on the Sponsor Level chosen. Please email logo to [lbafundraising1@gmail.com](mailto:lbafundraising1@gmail.com).

Questions? Contact John Dailey at 859-353-2900 or [lbafundraising1@gmail.com](mailto:lbafundraising1@gmail.com)

**For band student/parent to complete, if applicable:**

Student's Name: \_\_\_\_\_

Parent's Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_