



# ALLEN BAND BOOSTER ASSOCIATION

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To Our Business Neighbors:

The Allen Eagle Escadrille is a symbol of excellence in Allen, Texas. From continued success in local, state and regional competitions as well as outstanding academic performance, this group of students continually achieves at high levels.

The Allen Eagle Escadrille is generously supported by the Allen Independent School District; however, the Allen Band Booster Association covers additional expenses necessary to keep our commitment of excellence. These expenses include things like providing expert clinicians, instructional programs for the student's maintenance of equipment, scholarships and other items to ensure the continued success of this stellar program. For that reason, we ask you to consider making a tax-deductible contribution to the Allen Band Booster Association.

The Allen Band Booster Association is a 501(c)3 non-profit tax-exempt organization dedicated to supporting the high standards exemplified by the Allen High School Marching Band and Colorguard. Our band offers many benefits to the community. It entertains at various sporting and community events. It promotes education in music, and it encourages the next generation of musicians through outreach and recruitment at the junior high and elementary school level.

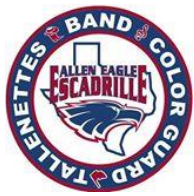
We have a brief presentation explaining our sponsorship program. It can be emailed to you or we can schedule a short meeting to go over the presentation with you. We welcome the opportunity to discuss how you can become involved in the Allen Band Booster Association and Allen Eagle Escadrille.

Sincerely,

Justine Anderson

Allen Band Booster Association

[membership@allenband.com](mailto:membership@allenband.com)



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## Sponsor Levels

### **Red Level \$100-\$499:**

- Recognition on social media once per quarter

### **Blue Level \$500-\$4999:**

- Recognition on social media once per quarter
- Recognition on website
- Recognition in band concert program
- Recognition at each General Member meeting
- Framed Photo of Name of business spelled out on field of Eagle Stadium

### **Gold Level \$5,000-\$14,999**

- Recognition on social media once per quarter
- Recognition on website
- Recognition in band concert program
- Recognition at each General Member meeting
- Framed Photo of Name of business spelled out on field of Eagle Stadium
- Company name and logo on traveling banner

### **Platinum Level \$15,000-UP**

- Recognition on social media once per quarter
- Recognition on website
- Recognition in band concert program
- Recognition at each General Member meeting
- Framed Photo of Name of business spelled out on field of Eagle Stadium
- Company name and logo on traveling banner
- Scholarship awarded in business' name - 5% of donation amount



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## Descriptions:

ABBA – Allen Band Booster Association

Sponsorship year will be a 12-month period starting August 1<sup>st</sup>, ending on the following July 31<sup>st</sup>.

## Recognition on social media once a quarter

- Business logo will be published on ABBA social media accounts with a message of appreciation of support on, (1) Twitter account, (1) Instagram account and (1) Facebook account, quarterly for a full sponsorship year. Once between the months of August – October, once between the months of November – January, once between the months of February – April, once between the months of May – July. This will be a total of 4 times in a sponsorship year.

## Recognition on website

- Business name & logo will be displayed daily, for a full sponsorship year, on a “Thank You to our Sponsors” page of the website - allenband.com

## Recognition in band concert program

- Business will be listed on a “Thank you to our Sponsors” page in the band concert program. There will be (3) programs per sponsorship year. There will be no logos, personal or contact information listed only business name.

## Recognition at General Member Meeting

- Business name & logo will be displayed during the presentation of the Allen Band Booster Association General Member meetings during the sponsorship year - up to (4) meetings.

## Framed Name of business spelled out on field of Eagle Stadium and framed

- The Allen Eagle Escadrille will “spell out” the business name on a football field in full uniform. The picture will be 1’x2’ matted and framed to display in your location of choice.

## Scholarship awarded in business’ name

- One Scholarship will be awarded to a member of the band or color guard in the amount of 5% of the donated amount at the discretion of a scholarship committee. A thank you letter will be required of the student receiving the scholarship.

## Business Name & Logo on traveling banner

- ABBA will be responsible for a traveling banner with a general logo on front and the names and/or logos on the back dependent upon sponsorship level. The banner will be in public viewing at all Escadrille events.



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## Sponsorship Agreement

The undersigned individual or organization would like to support the Allen Eagle Escadrille at the level shown below:

### Sponsorship Level:

- \_\_\_ Red Level (up to \$499)
- \_\_\_ Blue Level (\$500-\$4999)
- \_\_\_ Gold Level (\$5000-\$14999)
- \_\_\_ Platinum Level (\$15000 and up)

*Allen Band Booster Association is a 501(c)(3) non-profit organization and contributions are tax-deductible. Check with your tax expert.*

### Sponsor Contact Information:

\_\_\_\_\_  
Individual Name or Contact Person

\_\_\_\_\_  
Company/Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone / Email

\_\_\_\_\_  
Website

The Allen Band Booster Association and the undersigned agree to the following:

1. The Sponsor shall receive the benefits set forth in the attached Sponsorship Levels listing consistent with the level of sponsorship chosen above. The agreed upon benefits will be provided during the 2017-2018 school year, beginning on August 1, 2017 and ending July 31, 2018. The Sponsor's contribution is due upon signing of this agreement or in accordance with the following terms:

\_\_\_\_\_  
\_\_\_\_\_

2. Provide sponsor's name as you want it listed in newsletter, email, website, Facebook, or performance/concert program. Provide artwork or logo file for business card sized ads or larger.

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3. Sponsor will provide a copy of Sponsor's company/business logo to the Boosters, and the logo must be pre-approved by Allen Independent School District. Upon approval, the Boosters will be responsible for forwarding the logo to a local vendor for re-creation of the logo to use on a banner. The Boosters will also be responsible for its application. Sponsor agrees to defend, indemnify and hold harmless Allen Band Boosters, Allen High School and Allen Independent School District, and its staff, volunteers, members and representatives from any claims, costs, liens, penalties, proceedings, losses, expenses, fees (including without limitation, attorneys' fees), damages, actions, demands, causes of action, liability, and suits of any kinds and nature, which may arise out of, result from, or be related to the display use of Sponsor's company/business logo.

4. Make check payable to the Allen Band Booster Association. We accept sponsorship forms/donations throughout the school year; however the earlier you submit, the more benefits you will receive.

\_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
Sponsor Representative and Title

\_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
Allen Band Booster Association Representative and Title

Questions? Contact Justine Anderson, Membership, Allen Band Booster Association,  
[membership@allenband.com](mailto:membership@allenband.com)

Completed Sponsorship Agreement may be emailed to [membership@allenband.com](mailto:membership@allenband.com) or mailed to

Allen Band Booster Association  
c/o Sponsorship  
P.O. Box 190  
Allen, Texas 75002



# ALLEN BAND BOOSTER ASSOCIATION

## SPONSORSHIP INCENTIVE LEVELS

### RED LEVEL - UPTO \$499:

- Quarterly Mention on Social Media

### BLUE LEVEL - \$500-\$4999:

- Quarterly Mention on Social Media
- Website Recognition
- Sponsor Name Printed in Concert Program
- Recognition at each General Meeting
- Framed Photo of Name of Business spelled out on field of Eagle Stadium

### GOLD LEVEL - \$5000-\$14999:

- Quarterly Mention on Social Media
- Website Recognition
- Sponsor Name Printed in Concert Program
- Recognition at each General Meeting
- Framed Photo of Name of Business spelled out on field of Eagle Stadium
- Company name and logo on traveling banner

### PLATINUM LEVEL - \$15000-up:

- Quarterly Mention on Social Media
- Recognition on website
- Sponsor Name Printed in Concert Program
- Recognition at each General Meeting
- Framed Photo of Name of Business spelled out on field of Eagle Stadium
- Company name and logo on traveling banner
- Scholarship awarded in business' name – 5% of donation amount