



DOWNTOWN HIGH SCHOOL
"BLUE AND GOLD" MARCHING BAND
2011 PASADENA TOURNAMENT of ROSES PARADE
www.paradefund.org

Dear Community Business Person,

We are thrilled to announce that the Downingtown High School Marching Band is one of only 16 bands from around the world chosen to participate in the 122nd Tournament of Roses Parade in Pasadena, California!

Downingtown's combined East & West High School bands make up the Blue & Gold Marching Band. Our students, drawn from Caln, Chester Springs, Coatesville, Downingtown, Eagle, Exton, Glenmoore, Lionville, and West Chester addresses, will proudly represent not only our community and Southeast Pennsylvania, but also the entire U.S. Mid-Atlantic region. The expected audience for the 2011 broadcast is over a billion people, making this parade the largest community showcase in the world! **Our students will need the support of our area businesses to participate in this exciting opportunity.**

The average DHS band student marches over 500 miles during his or her high school career! Marching band activities typically involve five to six days per week during the season – an impressive commitment to fitness and team spirit. This hard work has paid off with repeated national recognition. You may remember that we marched in the Tournament of Roses Parade ten years ago. Since then, we have been honored to make multiple appearances at the Citrus Bowl, the Indianapolis 500, and the Miss America Pageant Parade. The band usually self-funds its activities with student fundraisers and concession stand sales, but transporting 350 students to California requires more help toward the approximately \$1600 per student it will take to participate. This invitation to perform is similar to a high school sports team earning the right to participate in the national championship tournament. Our goal is to reward the children's dedication by raising enough money to assist all band members in getting to Pasadena.

How can your business help? We are looking for monetary donations to help us reach our goal. Getting to Pasadena will be an extremely visible community effort, and we have many opportunities for your company name to appear as a supporter, marketing your business to a broad new audience. A range of 501(c)3 tax-deductible contribution incentives is listed on the second page of this mailing. We also recognize that some organizations would like to support their community anonymously; if you prefer, check the box on the next page and we will omit your donation from our publicity.

How are the students contributing? Each student is required to complete 20 hours of community service to earn a share of the funding we secure through your donations. With a membership of 350 students, your donation will also help contribute toward an estimated 7,000 hours of service! If you have a local non-profit organization that you would like to see supported, please note it on your donation form and we will do our best to connect their needs with our Student Community Service coordinators.

Please contact me at the email address or phone number listed below if you have any questions. This is a thrilling performance and educational experience for our students that will bring positive attention to our community and wider business region. **We greatly appreciate your support in making it possible for all of our band members to participate.**

Sincerely,

Sharon O'Shaughnessy
Corporate Fundraising Committee

Questions? Please contact:

Sharon O'Shaughnessy
610 • 942 • 9043
Email: soshaughn2011@gmail.com

Please send tax deductible contributions to:

DHS-MPA Rose Parade Fund
P.O. Box 717
Downingtown, PA 19335
Also via: www.paradefund.org



We offer your business broad recognition for your support with ascending contribution levels.

ALL DONATIONS ARE TAX DEDUCTIBLE	Donation Levels				
	Friends of B&G Up to \$100	White Rose Up to \$250	Yellow Rose Up to \$1,000	Red Rose Up to \$5,000*	Bouquet of Roses Up to \$10,000
<ul style="list-style-type: none"> Colorful "DHS Band Supporter" window cling to display Included in Donor listing in Daily Local News and regional advertising 					
<ul style="list-style-type: none"> Recognition through the DASD e-Newsletter Recognition in a direct mailing to 29,000 homes Recognition in the football programs for DEHS & DWHS games 					
<ul style="list-style-type: none"> Commemorative plaque to hang, proudly showing your support Placement of company logo on band Web site with click-through link to your website (artwork must be supplied) 					
<ul style="list-style-type: none"> Two (2) season tickets and food voucher for ALL East AND West home football games Commemorative apparel with logos and name personalization Advertisement in the Daily Local Newspaper for your business Invitation for two (2) to the private meet and greet reception with the President of the Tournament of Roses Association 					
<ul style="list-style-type: none"> Guitar autographed by Tommy James Dinner for four (4) at the Brickside Full page ad for your company or business in every Football program for the 2010 season Larger advertisement in the Daily Local Newspaper for your business Gift certificate for a bouquet of roses for yourself or someone of your choosing Your business logo imprinted on specially designed t-shirts to be worn by members of the Marching Band 					

****In the "Red Rose" level of support, a \$1,600 donation will allow us to subsidize the trip for one student who needs financial aid to participate.***

**PLEASE COMPLETE THE FORM BELOW AND SUBMIT WITH YOUR DONATION TO THE ADDRESS BELOW.
 ROSE PARADE FUND, P. O. Box 717, Downingtown, PA 19335 ATTN: Sharon O'Shaughnessy
 CHECKS SHOULD BE MADE PAYABLE TO DHS-MPA ROSE PARADE FUND.**

Donation Amount: _____

Company Name: _____

Company Address: _____

Company Contact: _____ Phone Number: _____ E-mail: _____

_____ Please do not include my company's donation in publicity materials

I would be pleased to see students donate their community service hours at the following local non-profit organization:

Name of local non-profit organization

Phone Number

Please donate early. Some promotions have publication deadlines.

THANK YOU FOR YOUR SUPPORT!