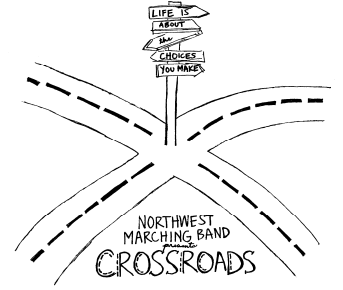




Northwest High School Marching Band 2011  
13051 Richter Farm Road  
Germantown, MD 20874



August 15, 2011

Dear Northwest High School Supporter:

I want to make you aware of an exciting advertising opportunity that will also help support the dedicated teenagers of the Northwest High School Marching Band.

Marching Bands build character! Students in marching bands learn the true meaning of teamwork, dedication, commitment and the value of hard work. They gain a true sense of accomplishment and self-esteem. Please support these teens and show your endorsement of their participation in this important endeavor by placing an advertisement in this year's competition's Program Book. The date of the competition is September 17 at Northwest High School – please join us and cheer on the Northwest Jaguars.

We know the economy is tough, so we have priced our ad space extremely reasonably – only \$50 for a full page ad!! A half page is \$30; a quarter page is \$20 and we also offer a “business card” size for only \$15. Pages are 8.5x11. Inside covers are available for the special rate of \$200.

This year's program is entitled Crossroads with the theme that Life is about the choices you make. We invite you to take a journey with us on a thrilling and exciting ride through life's ups and downs. At this crossroad, I hope you will choose to support these wonderful children while helping your business grow. In addition to advertisements, we hope you will consider making a contribution. In this difficult economic time, your support can help keep programs like this operational. Your donation will be acknowledged in the event program.

Thank you for your consideration of this request. An order form is on the reverse side of this letter.

Please feel free to contact any member of our parent committee, OOMPAH (Organization of Music Parents and Helpers) if you have any questions or concerns. Email addresses are available on our web site - [www.nwinstrumental.org](http://www.nwinstrumental.org) - click on OOMPAH

Sincerely,

Donna D'Amato  
OOMPAH President

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Donna D'Amato  
President

Laura Shapiro  
Vice President

Kay Sledjeski  
Secretary

Ben DeLeon  
Treasurer

Anne Gambrell  
Web master

**Northwest High School Marching Band - September 17 Competition**  
***Crossroads***  
**Advertising and Sponsorship Order Form - Return by September 9**

**Business Information:**

Organization Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

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**Advertisement Order Form:**

- |   |   |
|---|---|
| <input type="checkbox"/> Full page Ad<br>(7.5 x 10)      \$ 50      | <input type="checkbox"/> Half page Ad<br>(horizontal only - 7.5x5)      \$ 30 |
| <input type="checkbox"/> Quarter Page Ad<br>(3.75 x 2.5)      \$ 20 | <input type="checkbox"/> Business Card Size Ad<br>(3.5x2)      \$ 15          |
| <input type="checkbox"/> Inside Cover      \$200                    |   |

Please complete the above information. Provide your ad copy on a separate sheet of paper, electronically on a disk or via email. If you are including an image, please provide it electronically on a disk or send via e-mail to [bernadette.englert@comcast.net](mailto:bernadette.englert@comcast.net).

Checks for advertising should be made payable to: Northwest High School. Mail payment and this form to Kevin Rouse at the address below. Please do not include your advertising dollars in your contribution receipt.

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**Sponsorship: Tax Deductible Contribution**

Choose your "path" of support:

- |   |          |
|---|----------|
| <input type="checkbox"/> Interstate (\$100 or more)               | \$ _____ |
| <input type="checkbox"/> Highway (\$50 to \$99)                   | \$ _____ |
| <input type="checkbox"/> Beltway (\$25 to \$49)                   | \$ _____ |
| <input type="checkbox"/> Scenic Route (any amount is appreciated) | \$ _____ |
| <input type="checkbox"/> Trophy Sponsor (\$40)                    | \$ _____ |

*Please return this form and a check made payable to Northwest High School to  
Kevin Rouse, Instrumental Music Director, at the address below  
Donations must be received by September 9, 2011 to be included in the program*



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**Receipt for Contribution – retain this portion for your records**

Your entire contribution in the amount of \$ \_\_\_\_\_ to Northwest High School Music Program received on \_\_\_\_\_ is eligible for a tax deduction. No goods or services were received in exchange for these funds.

Northwest High School  
13501 Richter Farm Road  
Germantown, MD 20874  
52-6000989