

Hi! My name is _____. How are you today?

(Wait for response... Interact for a few seconds.)

I'm sure you've noticed that I've been a patron of this place for many years, but I am here today as a member of the Boston Skyline Chorus (also called BSC), Lexington's all women's barbershop chorus. This is my _____ year singing with the organization, and I keep going back because of the incredible music we get to sing – both for family and friends, and for the community at large. I am here today to do some much-needed fundraising for my chorus.

As you might now, the arts in American society are consistently and incredibly undervalued and under-funded. The money that we raise this year will go toward a number of important and essential budget items such as music education, the costumes we wear, and our rehearsal space – currently in Lexington – where we meet once a week all year long.

Our rehearsals help us to prepare for our two main performances we have each year. The first is our annual show, which will be in December this year.

Every year, we produce an ad book, a beautifully produced playbill-sized booklet which highlights local businesses in our area. In addition to the items I mentioned before, a lot of the revenue from the advertisements in the program help pay for the coaching sessions for a major annual event, which is the Regional contest held each spring in Springfield, Massachusetts. BSC has placed in the top 5 in several years it has competed for the past 30 years, and has advanced to International Competition three times. BSC does other performances throughout the year, as well, such as a major annual show, which will be in December this year. We have also performed on WGBH's Sing that Thing! We even sang the national anthem at Fenway Park in the past.

As a regular customer of your business, I am hoping that you would be willing to sponsor an advertisement in the program for our annual show. An ad runs from the size of a business card for \$55 up to a full page for \$250. Your contribution will be fully tax deductible, and would greatly give back to your community through your local women's a cappella group. Here is an example of a some of the ads from last year's show.

(Show sample sizes page from last year's show, pointing out sizes of ads.)

The printing of this program is a win-win for both of us. By placing an ad in our program, you will be showing that your business is a clear supporter of local cultural enrichment – and, you'll be marketing it at the same time. All advertisements are tax deductible, as BSC is a non-profit organization! You will also be helping me reach my personal fundraising goal of \$500. To make all of this happen, BSC and I need your help. What do you think? May I count on your support today?

(Hold breath and wait for answer. If yes, proceed with paperwork. If no, see below.)

If contributing at the \$55 level is too much for your organization right now, perhaps we may discuss other sponsorship possibilities...

(Show Sponsor or Patron form.)

Thank you SO much for taking time out of your busy schedule today. Both the Boston Skyline Chorus and I greatly appreciate it! And please come to our show in December to hear what your support paid for. :)