

3rd Annual Viking Classic

Western Bands Association Field Show Competition

Hosted by Kingsburg High School Music Boosters

WBA Tournament: This is a great new opportunity for us to develop and build a fundraiser. This is the third year for us, so expect new information as we learn. We have expenses to run the competition but there is potential to build this into a very profitable fundraiser for our group. We will charge spectator entrance fees and sell concessions throughout the event. We pay the judges and a few key people to run the actual WBA competition. We provide trophies and host a hospitality room for visiting band staff, complete with dinner and refreshments. Aside from the hired judges we are in charge of everything else. We need to staff people at every gate, direct buses where to park, direct movement for bands warming up in Memorial Park and then entering the field, host the hospitality room, and run concessions. We will need everyone's help to make this a success. KHS Band students will be performing and therefore unable to volunteer. It will be up to parents and choir students to run this.

We are expecting up to 1,000 band members to compete from all over the valley. We are also expecting at least 1,500 additional spectators to flock to the stadium the night of **November 9th** to see their favorite bands compete. This presents a unique opportunity for our local businesses to both support the Kingsburg High School Band and promote your business to a new audience. As part of the competition we will print a program that features all the bands competing, schedules for the event, and advertising. Please consider placing an ad in the program. We need your support!

Sponsorship/Advertising Opportunities: Every family is encouraged to sell at least one ad or trophy sponsorship. The forms are attached. **DEADLINE** for ads is **October 8, 2019**. Here is the script to use.

"Hi, my name is _____ and I am fundraising for the KHS Music Program by selling advertising in our WBA (Western Bands Association) Program. On November 9th we will be hosting up to 15 high school bands and their families here in Kingsburg. Everyone through the gate that day will be given a program and we'd like it to feature your business. We have multiple ad sizes available to work within your budget. We also have an opportunity for you to sponsor trophies as well. Would you be interested in supporting KHS Music?"

Program Ads: All Full page ads include announcement at the event over the loudspeakers, a minimum of twice throughout the event. Several ad sizes are available to fit your budget.

Trophies: Trophies will be awarded in each of the five size divisions competing. First, second, third, high music, high general effect, high color guard, high visual, and high percussion. Each category of trophies cost approximately \$100-\$250. Sponsor will be included in the program as an awards sponsor and announced as awards are handed out, and business name will be engraved on the actual award. You also have the opportunity to come to the event and hand your awards to the winner of that category, not required.

Dinner: We need to provide dinner for approximately 80-120 directors and staff members of the visiting bands. A great opportunity to showcase a local restaurant or a caterer who covers the central valley. The hospitality room will be named after the main food sponsor with their name announced over the loudspeakers throughout the entire evening. Signage in the hospitality room to identify all food and dessert donors, so people know where they can buy more in the future! Please contact Amy Corgiat at webmaster@kingsburgmusic.org for more details.

THANK YOU!