



Program Book Advertising – Ensemble Participation

2020 Music for All National Festival presented by YAMAHA

March 12-14, 2020 • Indianapolis, Indiana

All National Festival Program Book Material due by November 30, 2019

Music for All produces a glossy, color, keepsake program book that celebrates the festival to all ensembles performing at the Music for All National Festival. As a means to build local support of your trip to Indianapolis, and offsetting the substantial cost of producing a high-quality Festival Program Book, Music for All requires all Festival ensembles to participate in securing advertising for your ensembles' program book section.

Program Sponsored Ads

Part of what makes the Music for All National Festival an unparalleled experience for students is the attention to detail and world-class quality that goes into every aspect. Music for All produces a glossy, high-quality program book for the Festival that includes information on all of the participating ensembles. This program is a lifelong keepsake and eliminates the need for ensembles to produce their own programs for the 3,000+ participants and spectators.

The cost of production of this substantial, full color program book is underwritten by advertising sold by each of the participating ensembles to businesses and community members to "sponsor" the ensemble's section of the book.

As part of the program book advertising sponsorship program, each student ensemble performer and adult who purchases a Festival package will receive a complimentary program book.

In order to simplify the process for participating ensembles and to not add burden to schools with multiple performing ensembles, each school will be responsible for selling ad(s) for one full page in the program book at \$1,000, payable to Music for All to help cover the cost of production.

Ad Requirement for Non-Chamber Ensembles

Invited, Featured, and Middle School concert bands, orchestras, and choirs will then receive a total of three pages of informational editorial in the program book. Invited percussion ensembles receive two editorial pages. The variance is based on actual space needed for musician list and photos.

Requirement for Chamber Ensembles:

One chamber ensemble participating from a school – required to sell 1/4 page of advertising at \$350; ensemble will receive one full page of editorial content*.

Two to three chamber ensembles participating from one school – required to sell 1/2 page of advertising at \$600; ensembles (all together) receive up to two pages of editorial (actual amount of space used based on space needed to accommodate the ensemble's information, up to two pages).

Four chamber ensembles participating from one school – required to sell one full page of advertising at \$1,000; ensembles (all together) receive up to three pages of editorial content.

Complimentary Program Books For Your Students: A "Thank You" For Your Help to Make the Program Book Possible

In return for filling these advertising underwriting obligations, Music for All will give each member on the student festival package plan, and adult on a package plan, a complimentary program book (purchase price at the Festival is anticipated to be a minimum of \$10).

We will have your programs boxed and waiting for you when you arrive at the Festival check in.

Please note that the deadline to secure your program book advertising is **November 30, 2019**, so please act as quickly as possible.

Subdividing the Space to Sell Smaller Ads

You may subdivide your ad space into smaller ads (for example, four 1/4 page ads) and sell to outside businesses. Music for All's contract reflects the full page, half page, and quarter page option prices. If an ensemble opts to subdivide the page into smaller ads, you should plan on contracting and collecting those payments and submitting one total payment of \$1,000 (or chamber ensemble obligation amount) to Music for All. Some ensembles choose to donate any money collected above and beyond the required amount to Music for All to help offset the increased expense of producing the layout a page of subdivided ads (instead of one full page ad art) – a much-needed and appreciated gesture.

Summary: Your Ensemble's Responsibility

For 2020, each school, regardless of the number of ensembles, will be responsible for providing Music for All with \$1,000 (or chamber ensemble obligation amount) for payment of the full page ad space to offset the cost of printing the program book and providing it at no cost to your performing students. It is our intention and hope that each school will secure outside sponsorship of their ad space; however, if no ads are submitted for your ensemble, the page will be filled with content at the discretion of Music for All and the required cost will be added to your school's final invoice.