



# *Collingswood High School*

## *Panther Band*

Dear Local Merchants,

The Collingswood High School Marching Band is preparing to host their Fifth Annual High School Marching Band Competition, Band Bash 2008. It will be held on Saturday, September 20, 2008 at Collingswood High School

Our official program book is being put together and we hope you will consider the purchase of advertising space.

Last year's competition was very successful and we have high hopes the 2008 Competition will be the same. We have invited top high school marching bands from this area, as well as units from Pennsylvania and Delaware. Your advertisement is assured of reaching a sizable local audience, last year we sold over 1000 program books. Our hope is that you will join us in supporting the Collingswood High School Marching Band.

Because our program book is interlaced with both business ads and family ads, our audience examines each page of the program book, including the page with the ad we hope you will place. A half-page ad will reach several thousand current and potential customers for less than four cents a person; a quarter-page ad for slightly more than two cents a person. In addition, many of our 100 band parent families rely on the program book advertisements throughout the year to find restaurants, repair and construction services, specialty stores, and other needed services.

We are soliciting ad placements this summer in preparation for the production of the Band Bash program book in September. If you wish to advertise, please give your advertisement and check, payable to "Collingswood High School Band Boosters", our non-profit band parents' organization, to our Marching Band representative.

Thank you for your continued support.

Sincerely,

Karen Hartung  
President  
Collingswood High School Band Boosters