



**Westlake Band Parents**  
4100 Westbank Drive  
Austin, Texas 78746  
501(c)(3) | Tax ID 23-7188004  
[www.westlakeband.org](http://www.westlakeband.org)

Dear Austin & Westlake Community Supporter,

**We're excited to share that the Westlake High School Chaparral Band has been selected to represent our community in the January 2024 Tournament of Roses Parade in Pasadena, California!**

This is an incredible honor, as only a select few bands in the United States receive this prestigious invitation.

**This once-in-a-lifetime educational experience for our students (performing on *international* television for 70+ million viewers!) comes with numerous extra expenses not covered by our school district. Some students and their families cannot afford this trip** without assistance. Our goals are to ensure that *every* student can participate without stressing over finances and our Chap Band is equipped to represent Austin, Texas and our Westlake community *well*.

Westlake High School band students and parent volunteers are reaching out to local businesses, organizations, and individuals this year requesting support for student scholarships and other critical needs. **Would you consider a 2023 corporate/business sponsorship or in-kind donation?** We're open to discussing other types of support that best meet your goals, like football program ads, silent auction donations, and more (see page 4).

**Attached is a list of our sponsorship and in-kind benefits for 2023** including specific "fund-a-need" opportunities. We're happy to answer any questions and discuss giving options/timing that work best for you.

Feel free to contact us with questions and ideas. **Our goal is to secure pledges and gifts by August 1st, 2023, but we'll definitely work with you if more decision time or flexible donation arrangements are needed.**

Thanks for your consideration. It's gonna "take a village" to get us to Pasadena!

A handwritten signature in black ink, appearing to read 'Julie Guillot', with a long, sweeping flourish extending to the right.

**Julie Guillot**, Westlake Band Parents, VP Fundraising: [fundraising@westlakeband.org](mailto:fundraising@westlakeband.org), (512) 497-6495)

**Courtney Assir**, Westlake Band Parents, President: [president@westlakeband.org](mailto:president@westlakeband.org), (512) 466-7195

*Westlake Band Parents is a 501(c)(3) all-volunteer booster club established in 1976 whose sole purpose is to support the student musicians of Eanes ISD middle & high schools, enabling the highest quality music education & youth development experiences. WBPs fills significant funding gaps for critical band needs not covered by the Eanes school district and participation fees. IRS documentation and other details available upon request.*

## 2023 “FUND-A-NEED” SPONSORSHIP OPPORTUNITIES

Sponsorships of *any* amount or level are appreciated (see next page for 2023 Levels & Benefits)!

Have an interest in funding a specific need? Please consider the following:

SPECIFIC 2023 FUNDING OPPORTUNITIES		Bonus Benefits
Rose Parade Banner	<b>\$1,025</b>	<i>Special thanks as banner sponsor + ToR Parade banner photo</i>
Tall Parade Flags	<b>\$1,000</b>	<i>Special thanks as flags sponsor + ToR Parade flags photo</i>
Guard Flags	<b>\$1,000</b>	<i>Special thanks as flags sponsor + ToR Parade flags photo</i>
Additional Uniform Gear	<b>\$1,250</b>	<i>Special thanks as uniform gear sponsor + ToRP Uniforms photo</i>
Equipment Transport*/Truck to Pasadena	<b>\$10,890</b>	<i>Business name/logo prominently displayed on truck + truck photo</i>
Equipment Transport*/Truck from Pasadena	<b>\$10,890</b>	<i>Business name/logo prominently displayed on truck + truck photo</i>
Travel T-shirts (240)	<b>\$3,000</b>	<i>Business logo prominently placed on shirt for single sponsor</i>
Student Scholarships Fund** (10-20 students)	<b>\$500-\$1000 each</b>	<i>Named scholarships available for gifts \$500+ (total need: \$10,000)</i>

\* includes gas & driver compensation, additional benefits/recognition negotiable

\*\* if scholarship donations exceed actual student applications, funds will be redirected to meet other needs



### ABOUT the WHS Chap Band

The Westlake High School Chaparral Band is recognized as one of *THE* top high school band programs in the United States. Recognition & awards include:

- **Top Concert Band in the U.S.** 2021 & 2022 (elite Midwest Clinic – only 7 bands invited of hundreds of applicants!)
- **U.I.L. ratings “1” (highest) for over 30 years:** all 4 concert bands plus marching and jazz bands received highest ratings
- **#10 ranked 6A marching band State of Texas 2021** and top 15 in 2022 -- **cheering your Westlake Chap football team!**
- **#3 ranked Elite Visual Ensemble (color guard) program in the U.S.** in 2022, **#10 in higher division 2023, #1 in Texas!**
- **2022 Exemplary Band Program award** from Texas Bandmasters Association
- **Band director Kerry Taylor former president of prestigious American Bandmasters Association** (national leader)
- **Nationally recognized for its comprehensive programming,** student growth/leadership opportunities and overall music education excellence – goal is to develop well-rounded students *and* leaders that are *also* great musicians!
- **Our band is incredibly diverse** with students from a variety of backgrounds, ethnicities, orientations/identities and abilities



## 2023-24 CORPORATE / BUSINESS SUPPORTER BENEFITS

GIFT LEVELS	Cash Sponsorship & In-Kind BENEFITS
<b>LEGENDARY COMPOSER \$5000+</b>	<ul style="list-style-type: none"> <li>▪ Benefits negotiated with Westlake Band Parents booster organization (tailored to your goals) - includes Composer benefits with following upgrades:</li> <li>▪ Full page ad Westlake High School Football Program</li> <li>▪ Presenting sponsor (headliner) logo on all recognition listings/signage</li> </ul>
<b>COMPOSER \$5,000</b>	<ul style="list-style-type: none"> <li>▪ Small-group band performance at your organization's private event<sup>2</sup></li> <li>▪ Half page ad Westlake High School football program</li> <li>▪ X-large company logo/name on concessions-area stadium banner AND band Tournament of Roses parade (student) trip t-shirt</li> <li>▪ Company logo displayed on Chap Band semi-trailer</li> <li>▪ "Premier sponsor" halftime or scoreboard announcement – your company/organization thanked at ALL home &amp; away football games</li> <li>▪ Shareable social media shout-outs/content (2 shout-out videos or photo / posts)</li> <li>▪ Be our VIP guest at a home football game<sup>1</sup> – sit with the band plus conduct one stands tune, if desired (incl. stadium entrance + snacks)</li> </ul>
<b>DIRECTOR \$2,500</b>	<ul style="list-style-type: none"> <li>▪ Quarter page ad Westlake High School football program</li> <li>▪ Large company logo/name on concessions-area stadium banner AND band Tournament of Roses parade (student) trip t-shirt</li> <li>▪ Company logo displayed on band semi-trailer</li> <li>▪ "Premier sponsor" halftime or scoreboard announcement – your company/organization thanked at home &amp; away football games<sup>4</sup></li> <li>▪ Shareable social media shout-outs/content (1 shout-out video or photo / post)</li> <li>▪ Be our VIP guest at a home football game<sup>1</sup> – sit with the band plus conduct one stands tune, if desired (incl. stadium entrance + snacks)</li> </ul>
<b>DRUM MAJOR \$1,000</b>	<ul style="list-style-type: none"> <li>▪ Company logo on 1-page fold-out in football program shared w/other sponsors</li> <li>▪ Medium company logo/name on concessions-area stadium banner AND band Tournament of Roses parade (student) trip t-shirt</li> <li>▪ Be our VIP guest at a home football game<sup>1</sup> – sit with the band plus conduct one stands tune, if desired (incl. stadium entrance + snacks)</li> <li>▪ Shareable social media shout-out/content (1 photo/posting)</li> </ul>
<b>SECTION LEADER \$500</b>	<ul style="list-style-type: none"> <li>▪ Company logo on 1-page fold-out in football program shared w/other sponsors</li> <li>▪ Small company logo/name on concessions-area stadium banner</li> </ul>
<b>SOLOIST \$250</b>	<ul style="list-style-type: none"> <li>▪ Soloist level recognition listings (see below)</li> </ul>
<b>ALL GIFT LEVELS RECEIVE</b>	<ul style="list-style-type: none"> <li>▪ Framed 8x10 appreciation photo &amp; letter for business display</li> <li>▪ Recognition on WBP's website (your logo + gift level)</li> <li>▪ "Westlake Chap Band Supporter" window decals (vinyl/removable clings) for business display</li> <li>▪ Recognition listings in 2023 Westlake High School football program<sup>3</sup>, all concert programs &amp; rolling screenshows, and band social media pages</li> <li>▪ Contribution acknowledgement &amp; tax receipt</li> </ul>

1. Includes seating/stadium entrance for two guests on a mutually agreed-upon date (regular season only – excludes playoffs). Please schedule 2+ weeks in advance. Be our special VIP guest for a game!
2. Performance group and date mutually agreed-upon (spring semester only, excludes spring break and other student holidays).
3. Donation must be received by August 1<sup>st</sup> for 2023 football program ads/listings. Gifts received after 8/1/23 can be recognized via a 2023 football program insert OR recognition can be deferred to the 2024 football program/season (negotiable). First 2023 regular season football game: August 26<sup>th</sup>. Post 8/1 gifts accepted!
4. Organization/company name announced as often as time allows (depending on overall number of sponsors) at home and away games as band takes the field.

**QUESTIONS? Contact [fundraising@westlakeband.org](mailto:fundraising@westlakeband.org)**

## OTHER WAYS TO HELP + NEGOTIABLE SPONSORSHIP BENEFITS

### OTHER WAYS TO HELP:

- ✓ **Donate silent auction items, services & experiences:** We'll be auctioning items & bundles through the year via our online auction app. Email [fundraising@westlakeband.org](mailto:fundraising@westlakeband.org) to coordinate.
- ✓ **Purchase a football program advertisement:** <https://www.westlakeband.org/commercial>
- ✓ **In-kind donations to offset band expenses** (like meals, t-shirt printing, etc.)
- ✓ **"Band Night" at your restaurant or business** with a % of sales donated to the band
- ✓ **Special promos/collaborations** with a % of sales donated to the band

### OTHER NEGOTIABLE BENEFITS IDEAS:

- **Share your promos, coupons & events in the "Sponsor Spotlight" section of our weekly band email** (200+ families). This email is widely read because it contains critical schedule information and announcements for band parents.
- **Share your promos, coupons & events via our social media channels** (Facebook & Instagram – video welcomed)
- **Brief "from our sponsor" speaking opportunities at large band & parent events/concerts**
- **Display table at our band concerts** – swag/bags, snacks, brochures, coupons, etc. welcomed to spread the word about your business and connect directly with band families.

Other ideas welcomed – let's brainstorm win-win opportunities together!

Contact [fundraising@westlakeband.org](mailto:fundraising@westlakeband.org) or call/text Julie at (512) 497-6495.

## HOW TO GIVE

- ✓ **MAIL Sponsorship Checks** payable to "Westlake Band Parents" to:  
Westlake Band Parents  
P.O. Box 160522  
Austin, Texas 78716
- ✓ **GIVE ONLINE** at <https://westlakeband.org/donate> (note "sponsorship" in COMMENTS)



- ✓ **TEXT "westlakeband"** to 56651
- ✓ **EMAIL** [fundraising@westlakeband.org](mailto:fundraising@westlakeband.org) for coordination of in-kind and other giving (plus questions)