

## What is an Annual Sponsorship Drive

The Annual Sponsorship Drive is a means by which the MVYSO can broaden its financial base of support through a letter writing campaign asking people and businesses to sponsor the MVYSO. Although not a requirement, each student/family is encouraged to participate as this is a key way that we keep our tuition low, our quality high and provide tuition assistance to students in need. Every student benefits from donations to the MVYSO!

### Donation Campaign

MVYSO members (not just students) are encouraged to ask for donations from friends, family, businesses, neighbors, or anyone that they think might like to sponsor the MVYSO. This will be done through a letter writing campaign. Form letters will be available on our website and at MVYSO rehearsal. Sponsors will be listed in our programs.

### Instructions are as follows:

1. Collect 10 (suggested) or more addresses of people or businesses you think might like to sponsor the MVYSO
2. Fill out 10 or more letters.
3. Stuff and address envelopes
4. Bring them to rehearsal during the month of April
5. The MVYSO will mail out during the month of April.

### Tips for Success!

1. Don't be afraid to ask for donations! You'd be surprised who would like to help.
2. Remind people that a donation in any amount is a big help and is very much appreciated.
3. Make a list of people and addresses now! If you don't have the address, check out [www.whitepages.com](http://www.whitepages.com). You might find what you're looking for!
4. A handwritten personal note or memo on the form letter will really help encourage a donation.

### People and Businesses to ask:

- Grandparents
- Aunts and Uncles
- Neighbors
- Businesses you frequent
- Your employer (ask about matching funds)
- Your orthodontist!!!
- Your hairdresser, dentist, optometrist, mechanic, anyone you receive service from on a regular basis.
- Businesses you support (your favorite coffee shop or restaurant).

### What do our sponsors get?

1. Check out our programs! Our sponsors are listed in our programs, get priority seating, and more depending on their level of sponsorship. This is all explained in our sponsorship brochure.

**(SEE REVERSE)**

**What do WE get for doing this?**

- LOWER Tuition!!! Our sponsors help us to keep tuition low for everyone!
- 25% of what you raise (up to \$250 per donation) will go in your MVYSO travel account for travel with the MVYSO. You may use it any travel with the MVYSO. Many of our students got DEEP discounts on their past Disney trips thanks to fundraising. One student paid for his entire trip with fundraising! \*
- Letter writing campaign/sponsorship drive funds will not be applied to travel account until the student completes thank you note. Travel account funds may be revoked if 90 days pass before a student completes the thank you note.

*\* "Travel Account" Definition – A student's Travel Account is how we keep track of fundraising that can be applied toward travel discounts with the MVYSO. Travel discounts are directly proportional to the amount fundraised by the student. Funds in the travel account may not be used for any purposes other than travel with MVYSO (includes summer tour ensemble bus tours, performance trips, etc). Should the student stop participation in MVYS, these funds will be transferred to an account used to help defray travel costs for others. Parents must sign travel funds agreement when using fundraised funds to reduce travel costs. Note: Students are not required to fundraise in order to participate in or travel with the MVYSO.*