

August 10, 2011

Dear Parent;

Students may now start contacting businesses to place an Ad in the 2011 Super Bowl of Sound Program. Students will receive 25% of the add price for his/her student account so these ad sales are a great way to help support the mission of the Central Band Booster Club and your student's band account! For example, a \$500 Ad will earn the student \$125 in his/her student account! The Super Bowl of Sound has the potential to reach several thousand people each year, both locally and state wide. The SBS Program is a great advertising tool for businesses!

**In order to contact a business, you must first check out the business from the Central band office.** This will be done on a first come/first serve basis. All business check outs must be done in writing, either by email or written note. You may email me at [neil.ruby@carrollcountyschools.com](mailto:neil.ruby@carrollcountyschools.com) **Please do not respond to this mass email with requests as it does not come directly back to me.** We will then let you know if that business is available. Businesses that are already checked out to another student may not be contacted by anyone else. If a business is sold an Ad by anyone other than the student who checked out the business, the student who checked out the business will receive the profits from the Ad sold. Students will keep the business they sell an ad to each year until they graduate or no longer wish to sell to that business. Students will be given a list of ads they sold to last year at rehearsal tomorrow evening.

Order forms are now available in the band office. The white copy of the order form will be turned in with payment and the yellow copy should be given to the business owner. The deadline to have all ads completed and turned in is September 16. We have several copies of last year's program if you would like to take one to show businesses. If they would like to use the same ad they did last year, please indicate that on the order form. If possible, businesses should email their ad artwork directly to me at @ [neil.ruby@carrollcountyschools.com](mailto:neil.ruby@carrollcountyschools.com)

Thank you so much for your support in this worthwhile endeavor! If you have any questions, please feel free to contact me.

Sincerely,

Neil Ruby