



17th Annual



Woodland High School Band
ROCKATHON SPONSORSHIP
2024-2025

Dear Parents and Students,

Welcome to the first Fundraiser of the Year and our longest running fundraiser!

What is it?

The Rockathon changes the way we raise money for the band program. Instead of us buying more candy bars, cheesecakes, frozen pies or wrapping paper, the students and parents will contact local area businesses and offer sponsorship opportunities, complete with their ads on banners and lots of recognition for their support. There are different sponsorship levels for any donation amount. WBBA will have banners printed that will be seen at games, concerts and other events as well as sharing the sponsors ad on our social media platforms. We encourage our band families to use the services offered by our sponsors and build a wide base of community and financial support for the band.

What is our Fundraising Goal?

This year's goal of \$75,000 should be reachable. This fundraiser has a long history of great success when parents and students take fundraising seriously. Totals of over \$60,000 are not uncommon! We can do it and it will take everyone contributing their individual efforts to reach our goal.

How does it work?

Each student receives a packet complete with instructions, sponsorship forms, sponsorship receipts, a sample sponsor directory, and a **“Do Not Contact”** list. Students will begin visiting local businesses immediately seeking sponsorships. As students receive money for their efforts, they will turn in their money and sponsor information into the collection box located in the band room or to the Rockathon committee chair at different times from now until **August 2nd, 2024**. When a student reaches the \$125 level, he or she has qualified to attend the **Rockathon Party!** **Students will earn 50% of everything they collect over their first initial \$125. All funds are credited to their Cutoff account.** Think of how easy it would be to make enough money to pay your entire band fees or pay for your trip! As a bonus, each business that donates to you is automatically protected from someone else being able to solicit them next year. You will receive the information from all your previous sponsors and you, and only you, will be allowed to contact them in the future. After two or three years, you will have a large pool of businesses that have sponsored you in the past and who actually know you and the Woodland Band. If you do a good job of selling the first, their donations are almost automatic for the next year after they see the Social Media shoutouts, and sponsor banners.... You can also opt to have a certificate made for your sponsor that you will deliver to them. You can also

take donations from anyone (family, friends, etc) to help you reach your personal goals. **LET'S AIM FOR 100% PARTICIPATION !!!!!**

Who should I contact for Donations?

This list can be as long as your imagination can make it. Think about all the different types of businesses here in Bartow County (and surrounding areas). Most have never been contacted with this type of fundraising project. The opportunities are endless. Start with the relationships that you already have with businesspeople. Think about the large companies that are headquartered here and the small, independent businesses of every kind. Most importantly, think about businesses AWAY from the Cartersville Business District. Here are some category lists to get you thinking....

Accountants, florists, health clubs, churches, cleaners, computer stores, restaurants, retailers, supermarkets, tanning salons, and so many more.

Who should I NOT contact for Donations?

All current sponsors are considered protected and will be contacted for renewal by the student who obtained the previous year's sponsorship. These sponsors are listed in the "DO NOT CONTACT" list that has been included in this packet. No student, other than the one that obtained the sponsorship is permitted to contact any sponsor on the "DO NOT CONTACT" LIST. If an unauthorized person contacts a sponsor from this list and obtains a renewal, it will be credited to the student who initially obtained the sponsorship, not the student securing the renewal.

New and returning members should spend time focusing on new sponsors for the Woodland Band. All new sponsorships and renewals are now open.

LETS DO THIS!!!!

Woodland Band Boosters Association, Inc.

P.O. Box 2152
Cartersville, GA 30120

ROCKATHON 2024



Jul 15, 2024

Dear Business Owner or Manager:

The **Woodland Wildcat Marching Band** is conducting our annual **Rockathon**. This fundraising event provides your business with an opportunity to support the band through tax deductible contributions. As a thank you for your support, your business will be listed on banners that will be displayed at games, concerts, and events. We will also share your ad on our social media platforms. You can also receive a framed certificate honoring your contribution to the Woodland High School Band program if you choose.

Marching band participation at football games and competitions is considered “extracurricular” and less than 2% of the band's funding comes from the school system to help meet our \$120,000 budget. Our **Rockathon** provides needed funds which help us pay for transportation, provide professional instruction for the students, acquire band instruments, equipment, uniforms, make repairs on instruments, and provide the many other necessities of an active marching and symphonic band program.

As a reward for successfully raising money, the band members attend an all-night celebration party at the school – the Rockathon! They will dance, play, eat, watch movies, joust, slide, and generally have a great time of fellowship and fun together. After the year we have all had, the students are really looking forward to this.

On behalf of the Woodland Wildcat Marching Band and the Woodland Band Boosters Association, thank you for your consideration and your donation. Your generosity means a great deal to the students in the band.

Sincerely,

CJ Martin,
President WBBA, Inc.

Rockathon 2024 SPONSORS DIRECTORY ORDER FORM

Woodland Band Boosters Association, Inc.

P.O. Box 2152 Cartersville, GA 30120

www.woodlandband.org

Student Info: _____

NAME

SECTION/ INSTRUMENT

GRADE

PHONE NO

SPONSOR NAME: _____

SPONSOR INFORMATION:

E-MAIL ADDRESS: _____

WEBSITE ADDRESS: _____

PHYSICAL ADDRESS: _____

CITY, STATE, ZIP: _____

1. LISTINGS (SELECT AND CHECK ONE OR MORE BOXES BELOW)

TITANIUM \$550

- Sponsors will have a single banner
- “Shout out” over intercoms during home games
- WOODLAND MARCHING BAND SWAG BAG
- Social media Recognition

PLATINUM \$400

- Sponsors will have a LARGE add on our Platinum banners (max 2 adds per banner)
- Social Media Recognition
- “Shout Out” during home games

GOLD \$250

- Sponsors will be added to the Gold Banner (up to 6 other ads)
- Social Media Recognition

SILVER \$125

- Sponsors will be added to the Silver Banners (up to 10 other ads)
- Social Media Recognition

BRONZE \$75

- Sponsor’s Name will be listed on our Bronze Sponsor banner

3. DONATION – ANY AMOUNT – (NO LISTING) AMOUNT RECEIVED \$ _____

4. TOTAL ORDER (CASH OR CHECK PAYABLE TO WBBA)

TOTAL AMOUNT RECEIVED \$ _____

5. ARTWORK FOR LISTING (CHECK ONE):

- CAMERA READY COPY FOR AD (use high resolution graphics-CAN BE ON A CD)
- AD E-MAILED TO ROCKATHON@WOODLANDBAND.ORG BY DUE DATE

****** LISTINGS RECEIVED AFTER AUGUST 9TH WILL NOT BE PRINTED ******



RECEIPT 2024 DATE_____

Thank you for your donation of _____ to WBBA on behalf of Woodland Marching Band.

The Woodland Band Booster Association (EIN: 26-4687250) is a nonprofit, tax-exempt, publicly supported organization under Sections 501 (c)(3) of the IRS Code, and is incorporated and registered in the state of Georgia. All donations are tax deductible to the extent allowed by law.



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DO NOT CALL LIST

316 Nails & Spa
Adams Lawn Care
All About Roof
Americo Manufacturing inc
Auto Cash & Guns
Auto Zone 4935
Bartow Fence
Bartow Paving Company
Beauflor
Beauty Bar & Salon by Lucy
Brandon's Chapel
Bright Side Community Newspaper
Cartersville Moose Lodge
Cartersville Trucks
City Wings
Cline Orthodontics
Coosa Valley Credit Union
Country Run Boarding Kennel
Creative Tag Store
Cybertech Cafe
Dayco Systems
Deal Days
Euharlee Creek Outfitters
Ferley's BBQ
Frazier Menerey Agency
Glenda Mitchell Lawfirm
Great Grizzly Fireworks
Greater Community Bank
H&R Block, Menerey Tax Services

Healing Hand Clinic
I-deal Cars
J I Tees Nxt Gen
Kaydee Bugs
Kennesaw Mt Dental Associates
Kennesaw Transportation
Krafty and Krazy
Lea Ellen Rich
Leah Harper Realtor
Memory Lane of Yesteryear
Mitchell Chiropractic & Wellness
Nenas NY Style Pizza & Bistro
Mid-Supply
Okinawa
Oreilly Auto
Owen Funeral Home
Palazzo Nail Salon
Planet Fitness
Rents for Events
Sons of American Legion Post 47
St. Angelo Pizza
Summit Risk Advisors LLC
Thairapy Salon
Today's Dentistry
Tracy Williams State Planners of Ga
Trash Taxi
Trish Sullivan
Wellsfargo Bank