



Downingtown Music Parents Association
PO Box 606
Downingtown, PA 19335
www.dhsmpa.org

Performer Name: _____

School: _____ Section: _____

Dear Friend,

The Downingtown Blue & Gold Marching Band and the Music Parents Association will be hosting the 27th Annual **Music in Motion** competition on Saturday, September 24th at Kottmeyer Stadium. More than 1,000 people attend this event each year, as marching bands from throughout central Pennsylvania and greater Philadelphia perform at this important competition on the Cavalcade of Bands circuit.

As is tradition at our Cavalcade event, we will be putting together a program book. In addition to the event schedule and well wishes for the student performers, the program will contain advertisements from area businesses. Your company can make an impact for our students and your business while reaching out to a captive audience. We hope we can count on your support!

If you've ever experienced a Downingtown Memorial Day Parade or attended a home football game, you know that our community values and embraces our district's musicians. There is nothing more impressive than watching more than 300 students march proudly through the borough in their distinctive blue and white uniforms or sitting in the stands as the East and West bands perform their field shows. Likewise, the holiday season and commencement ceremonies are more meaningful thanks to performances by each high school's choir and orchestra. The high school experience for our students and our entire community would not be the same without the soundtrack of our music programs.

Chester County is a wonderful place to live. Within the Downingtown Area School District, one can find great schools and neighborhoods as well as successful businesses. Even during times of struggle, our community finds ways to unite and lend one another a hand. With financial support from our business partners, the Music Parents Association has been able to provide financial assistance to the music programs in all three of our district's high schools. Your generosity allows us to provide funding for the hiring of top notch instructors for marching band, indoor guard, and percussion, as well as to maintain and fuel the band truck, provide equipment, fund master classes, and offer scholarships.

This year we will also be hosting the USBands Pennsylvania State Championship Competition on October 22nd. This event features 30 bands from across the PA/NJ region. This is a huge audience for advertisements. Any business who places an ad in the Cavalcade program book can super-charge their ad, by paying 50% more, to have it included in the program book for the USBands event.

All information you need to submit an advertisement for the program can be found online at:

dhsmpa.org/ads

The deadline for ad submission is September 7th. Thank you so much for your support. We, as well as the surrounding communities will value and benefit from your participation.

Sincerely,

A handwritten signature in black ink that reads "David R. Hyman". The signature is written in a cursive style.

David Hyman, MPA President



Downingtown Cavalcade Program Book Ad Sizes

Submit artwork as a HIGH-RESOLUTION PDF or JPG file

Program is 8.5" x 11" see ad sizes below

FULL PAGE AD 8.25" Wide • 10.75" Tall

\$130 Both events: ~~\$260~~ \$195

\$40

Both events: ~~\$80~~

\$60

BUSINESS CARD AD

3.5" Wide

2" Tall

QUARTER

PAGE AD

4.125" Wide

5.25" Tall

\$60

Both events: ~~\$120~~

\$90

HALF PAGE AD

8.25" Wide

5.25" Tall

\$75

Both events: ~~\$150~~

\$112.50

BACK OUTSIDE COVER (COLOR): \$300 or ~~\$600~~ \$450 for Both Events

INSIDE COVER (B&W): \$250 or ~~\$500~~ \$375 for Both Events

CENTER 2 PAGE SPREAD (B&W): \$300 ~~\$600~~ or \$450 for Both Events