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| **C:\Users\Gary\Pictures\JFK Band Sticker Logo.jpg** | **John F. Kennedy High School Marching Band & Color Guard**  **P.O. Box 22957, Sacramento, CA 95822**  [**www.jfkennedyband.com**](http://www.jfkennedyband.com)[**www.facebook.com/jfkennedyband**](http://www.facebook.com/jfkennedyband) |

**JFK High School Music Department – Program Overview**

The John F. Kennedy High (JFK) School Music Department is comprised of more than 130 musicians and color guard members. Under the direction of Co-Directors Jeremy Hammond and Bryan Stroh, the students perform in one or more ensembles, including the Marching Band and Color Guard, Concert Band, Jazz Band, Pep Band, Percussion Ensemble, and Winter Drumline and Color Guard. As the home of the Sacramento City Unified School District’s (SCUSD) premier music program, the JFK Marching Band and Color Guard is one of the most accomplished ensembles in the Sacramento region, enjoying a 53-year legacy of award winning music and performance excellence. During the Fall Field Show and Winter Drumline and Color Guard competitions, our ensembles consistently place in the top ranks. The Marching Band and Color Guard is supported by the non-profit JFK Marching Band and Color Guard Parent’s Club, also known as the Band Boosters.

**JFK Music Sponsorship Program**

Become a JFK music Sponsor and promote your business while supporting our music programs. Our award winning program travels and performs throughout the Sacramento metropolitan area. At each event, our 20-foot trailer is present and “on display” for everyone to see, creating a mobile exposure opportunity for your business. All Sponsors at the Gold level and above are recognized at every home football game and at every concert performed at JFK. In addition, we include all Sponsors’ business ads or family names in printed concert programs, provide Sponsor displays at every performing event, and post Sponsors’ ads and links to your business on our website for maximum viewing exposure.

**Your Sponsorship Donations are tax deductible and help us cover many costs!**

The Band Boosters is a non-profit 501(c)(3) organization and donations are tax deductible to the extent provided by law. SCUSD’s funding for JFK’s music program is limited only to instructors salaries and basic operating costs. It takes major fundraising efforts and donations to provide a quality music program to which our students, families and community can be proud. The following program-related costs are not covered by SCUSD funding and must be paid through fundraising and donations:

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| * Maintenance, repair and replacement of * band uniforms * music instruments and * equipment * Materials to construct and build field show props | * Wages for supplemental seasonal, part-time instructors and audio technician for the marching band, color guard and percussion components * Entry fees for field show competitions | * Purchases of sheet music * Bus and equipment truck rental costs to transport students, instruments, equipment and field show props * Fees to use the JFK Stadium for weekend practices |

**Become a Sponsor! The benefits of studying and performing music have a lifelong impact!**

Music is a Foreign Language. Music is a Science. Music is Mathematical. Music is Physical Education. Music develops insight ad demands research. Music is an Art Form. Studies show that playing an instrument can change the shape and power the brain. It exercises areas of the brain that control motor skills, audio information, memory, language and reasoning. Performing music instills team work, improves math skills, builds self-confidence and provides a sense of achievement. Playing an instrument and performing music requires and teaches creative intuition, independent learning and self-discipline. Will you become a Sponsor?

**John F. Kennedy High School Marching Band & Color Guard  
Annual Sponsorship Levels (2019-20 School Year)**

**Diamond Sponsor - $2000**

* Band Ensemble will play at an event of your choosing within 20 miles of JFK High School, during the school year, two hours maximum
* *Optional: A two-year sponsorship is offered for $3500, a savings of $500*
* Band Trailer advertisement with business/family name or business logo (18”x18” maximum size)
* Full page print advertisement in all JFK concert programs (minimum of four concerts per year)
* “Thank You” announcement al all home football games and JFK-based concerts
* Facebook page link to your business plus an advertisement banner
* Website link to your business plus an advertisement banner
* Six John F. Kennedy Marching Band and Color Guard T-shirts

**Platinum Sponsor - $1500**

* Band Trailer advertisement with business/family name or business logo (18”x18” maximum size)
* Full page print advertisement in all JFK concert programs (minimum of four concerts per year)
* “Thank You” announcement al all home football games and JFK-based concerts
* Facebook page link to your business plus an advertisement banner
* Website link to your business plus an advertisement banner
* Six John F. Kennedy Marching Band and Color Guard T-shirts

**Gold Sponsor - $1000**

* Band Trailer advertisement with business/family name or business logo (15”x15” maximum size)
* Half page print advertisement in all JFK concert programs (minimum of four concerts per year)
* “Thank You” announcement al all home football games and JFK-based concerts
* Website link to your business plus an advertisement banner
* Four John F. Kennedy Marching Band and Color Guard T-shirts

**Silver Sponsor - $500**

* Band Trailer advertisement with business/family name or business logo (12”x12” maximum size)
* Quarter page print advertisement in all JFK concert programs (minimum of four concerts per year)
* Website link to your business plus an advertisement banner
* Two John F. Kennedy Marching Band and Color Guard T-shirts

**Bronze Sponsor - $250**

* Band Trailer advertisement with business/family name (3” lettering)
* Text listing in all JFK concert programs (minimum of four concerts per year)
* One John F. Kennedy Marching Band and Color Guard T-shirt

**Individual / Family Sponsor - $150**

* Text listing in all JFK concert programs (minimum of four concerts per year)
* One John F. Kennedy Marching Band and Color Guard T-shirt

All Sponsorship levels include a business/family name on the T-shirt, a Certificate of Sponsorship suitable for display, and a JFK Marching Band and Color Guard photograph for display. Options to donate outside of the Sponsorship Program are suggested below.

**Music Program donations are also accepted in any amount. Please consider our wish list:**

* Marching Band Fair Share Fee for one student with a financial need, $425
* Purchase of a new Marching Band uniform, $350
* Winter Drumline and Color Guard Fee for one student with a financial need, $150
* Donation towards the purchase of instruments, equipment and music supplies, $50 to $500

