



Southwind Sponsorship Packet 2022

Financial Responsibilities

Members of Southwind Drum & Bugle Corps are financially responsible for the following during the 2022 season:

- Southwind 2022 Dues (\$3500 for rookies)
- Audition camp fee of \$150
- Uniform garments for horns and drums; dance tights for guard
- Music binders and equipment
- Miscellaneous expenses (tour spending money, laundry money, etc.)

The fees for drum corps can be burdensome for a student, but with some simple outreach and a little bit of effort on your part, sponsorships can easily bring your expenses down to nothing.

How to get a Sponsorship

A direct approach is to seek sponsorships from relatives, community members and schools. While you could ask a few for a lot of cash, also think along the lines that "more for less" is a better route. Sending out 25 letters asking for a mere \$10 to \$25 from relatives, friends, former, teachers, church groups, community organizations, etc. can add up quickly and is certainly more realistic.

There have been many cases of individuals never getting more than \$25 from a person but getting 30 or more donations. 30 letters won't even cost you \$10 to mail! Consider that in the business world, direct-mail marketing is happy with a 5% return rate. Since you are sending letters to people who know you (or know of you), your return should be better. But even if you send 50 letters (\$20 in postage and copying) and get as little as 10% of them to donate \$25, that's over \$100 gained! When you plug all the positives that drum corps offers beyond music and the marching, it is hard for people who know you to say "no." Also, consider asking for a monthly donation!

Who to Ask

Best results happen when you personally contact people. A smile, handshake, and live conversation go further than a letter in the mail. Let's face it; it's much harder to say no when they are looking at you. However, a letter with some good personal comments will go further than a blank form letter. And yes, a form letter is better than no letter at all!

For family (grandparents, aunts, uncles, cousins, godparents, etc.), tell them marching with the corps is a great honor, and that only a handful will get accepted. It's educational, enriching, and rewarding. Don't be afraid to let them know that the life lessons you will learn will benefit you for the rest of your life.

For school organizations (band parents group, band director, other teachers, other school groups), tell them being selected to be a corps member is much like being accepted into an Honor Band. You will spend the spring and summer expanding your musical and leadership skills, much like collegiate summer workshops or musical camps. You will be representing your school throughout the U.S. and Canada.

The mission of Southwind Drum & Bugle Corps and its parent organization, Empower Youth in the Performing Arts, Inc., is to provide members with life-changing experiences, educationally and socially, which help each individual member gain real-world skills, leadership development, musical training, and performance experiences. Southwind Drum & Bugle Corps is a non-profit organization recognized as tax-exempt under Internal Revenue Code section 501(c)(3). Southwind's tax ID number is 45-3131752.

P.O. Box 851874 · Mobile, AL 36685-1874
1.844.SWCORPS (1.844.792.6777) · southwind@southwind.org



For community organizations (Churches, VFW, Rotary/Lions Club, Chamber of Commerce), tell them drum corps is a positive youth activity. Being a member of the corps is an honor; you will be representing your hometown throughout the U.S. and Canada.

Other Ideas: Another thought is asking the people that you or your family do business with such as car dealerships, insurance agencies, real estate agencies, small business owners, doctors, or lawyers. You and your parents provide income for and interact with a wide variety of businesses were support may be gained.

When dealing with a business professional, try to set up an appointment where you can stop by their office and talk to them personally. Even if they aren't in favor of sponsoring you for this season, be sure to thank them for their time and consideration. Also, be sure that after the appointment is set, you are professional enough to dress accordingly. Before you leave the house, look in the mirror and ask yourself, "Would I give money to this person?" Don't be afraid to let them know that this money is tax-deductible and how much it is appreciated.

Follow Up: One way to better ensure that your sponsor is invested in what you are doing is to follow up via letter (preferred), telephone call, or email and thank them for their contribution. Not only will they become more invested in what you are doing for the summer, they will probably remember your gesture if you approach them to sponsor you again next year.

How it works

1. Using the Sponsorship Letters, send as many as you can to those who might be willing to contribute money towards your tuition and expenses. Be sure to include a personal note in your own perfect handwriting! Such a note makes your letter personal.
2. SEEK EARLY and SEEK OFTEN! The earlier you seek contributions, the sooner that money is turned in. The sooner it is credited to your account, the less YOU have to pay.
3. EMPHASIZE that your name should be included on the sponsor check (on the memo line) when sending the check to be sure it is credited toward your dues. This will ensure that the corps' treasurer credits it toward your tuition and doesn't mistake it as a random contribution. Be sure the sponsor copies the letter before sending it. You may want to suggest delivering the check yourself (they should pay to the order of Southwind Drum & Bugle Corps to make it easy for their tax deduction purposes).

If you or your parents have any questions concerning this subject, please don't hesitate to write or call the office (1-844-792-6777, ext. 707) or e-mail Dennis Chandler at dennis@southwind.org.

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SOUTHWIND

DRUM AND BUGLE CORPS

Sponsorship Letter

Dear _____,

I am proud to announce that I have been offered a position with Southwind Drum & Bugle Corps and am currently rehearsing with them in preparation for the 2022 performance season. It is quite an honor to be a part of this group as they are a drum corps with a long history on the Gulf Coast and throughout the southeastern United States. The organization teaches young people all about independence, leadership, and professionalism in a musical and athletic environment. I am working extremely hard to be a positive addition to the organization.

Southwind is known for their educational excellence as well as their crowd-pleasing entertainment. The group is one of most-loved organizations in the drum and bugle corps activity, competing with many other fine drum and bugle corps since 1981 and winning two world championship titles back-to-back in 1991 and 1992. The corps will entertain audiences again during its 2022 spring/summer entertainment schedule.

As a member of the corps, I will spend the spring and summer developing musical and movement expertise. In addition to those skills, I will also learn self-reliance, discipline, leadership, and a strong self-worth and work ethic. These are life skills that cannot be gained through ordinary summer jobs or week-long music camps. Character traits instilled through participation in the drum corps activity will stay with me long past this summer and have the potential to shape my future in very positive ways, providing potential scholarship opportunities, leadership skills, and education with some of the finest musicians and teachers in the region.

During the season, members of the corps will rehearse countless hours and perform numerous times. The hours are long and the rehearsals demanding, but the payoff comes from the thousands of people who will watch and cheer for me during live performances.

A drum and bugle corps travels a lot throughout the spring and summer, the costs of which are quite expensive. Individuals who choose to march in drum corps have to pay tuition and fees for the privilege of membership. A season with Southwind will cost a member \$3500 in tuition, which covers instruction, transportation, housing and food. This cost is a large amount for a young person to bear alone. *This is where you can make a difference by pledging your financial support.* Any money you contribute goes directly to Southwind and helps alleviate my share of tuition. Please help defray costs during our 2022 season by pledging what you can. Your contribution may be tax deductible; please consult your tax advisor. NOTE: Our FEID# is 45-3131752.

Thank you for your consideration. Your support will allow me to fulfill my dream of marching in a drum corps this summer!

Sincerely,

[YOUR NAME]

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FOR SPONSORS:

Please return this page with your tax-deductible contribution.

Dear Mr. Chandler (Fundraising Coordinator):

I, _____ (please print), would like to make a donation to Southwind Drum & Bugle Corps. Enclosed is a contribution for \$_____. Please send a confirmation letter when you have recorded this contribution.

_____ has solicited this donation from me for Southwind Drum & Bugle Corps.

PLEASE PRINT THE FOLLOWING:

Sponsor name: _____

Address Line 1: _____

Address Line 2: _____

City/State/Zip: _____

Phone: _____

E-mail: _____

Send your contribution to:
Southwind Drum & Bugle Corps
P.O. Box 851874
Mobile, AL 36685-1874

Please make checks payable to Southwind Drum & Bugle Corps. Please include the member's name who solicited the donation on behalf of Southwind in the Memo section on your check.

Note: Our FEID# is 45-3131752.

PayPal payments may be made at <http://www.southwind.org/payments/>

THANK YOU for your support.

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