

*West Milford Township High School*

*Highlander Band*

67 Highlander Dr.

West Milford, NJ 07480

(973) 697-1701, x. 7070 [www.wmhighlanderband.com](http://www.wmhighlanderband.com)



Greetings,

March 14, 2019

On behalf of the West Milford Highlander Band Program, I write to ask local business leaders like you to consider participating in our inaugural Business Sponsorship Program. My name is Dr. Brian McLaughlin, the Director of Bands at West Milford High School. Our goal here in West Milford is to achieve excellence in musical education.

A superior school band program requires commitment from students, educators, parents, and boosters. It also requires the financial support of generous sponsors. As with all public school activities, the West Milford Highlander Band program each year faces financial uncertainty as budget cuts are imminent.

We are grateful for the assistance provided by the levy for many basics, but to take the next step, the West Milford Highlander Band program requires significant capital investment to function at its best. So, I write to ask for your assistance by participating in our new Business Sponsorship Program. Your West Milford Highlander Band Sponsorship will enhance the educational experience for all students involved in the West Milford Highlander Band program, while providing fantastic exposure for you and your business.

Here are just a few reasons why you should consider sponsoring the Band (there are many others):

**1. You'll receive some fantastic advertising benefits:**

Plaid Sponsorship, for example, entitles you to one private performance by the Highlander Pipes & Drums (subject to Band Director's approval & discretion)! Plus, you'll get your company logo on our Highlander Band Truck, a Sponsorship Banner at our High School Football Concession Stand, on our Band program's website, and on our forthcoming 2019 Tour T-Shirt, just for starters. There are several other giving levels; each gets some nice benefits, as well. Please review the enclosed Sponsorship Form for more details.

**2. The exposure your company will receive through sponsorship with the Highlander Band will reach far and wide!**

Not only will your company's presence be felt at all West Milford town functions, (home football games, parades, ceremonies, the Highlander Band Tattoo, school concert, etc.) but across northern New Jersey and beyond. The band travels and performs at football games and competitions across New Jersey, Pennsylvania, Delaware, The band has a gigantic presence both in and outside of West Milford Township and Passaic County.

**3. You will be supporting one of the most successful music programs in New Jersey!**

Over the past five years, the Highlander Marching Band has won three USBands New Jersey State Championships, three Yamaha Cup Championships at MetLife Stadium, and just recently won the Group 5A USBands National Championship.

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**4. You'll be helping to support the arts in our school and in our community.**

Some of the most important reasons to support the arts are vibrant communities, smart, well-educated students, and the expression of new ideas. Many experts recognize that studying the arts both enhances student achievement and helps students prepare for their careers. Your Sponsorship can foster the growth of music education at West Milford, which will benefit both our school and our community in both the short term and in the long run.

**5. We're a 501(c)(3)! So your Sponsorship is probably tax deductible.**

Note that some or all of your West Milford Highlander Band Sponsorship may be tax deductible because the West Milford Band Parents Association is a 501(c)(3) tax-exempt organization. Check with your tax advisor.

When you complete the enclosed Sponsorship Form and return it with your check, you will become a valued patron, but more importantly, you'll help as we work to take the West Milford Highlander Band program to even greater heights.

We hope you'll take the time today to consider our request, and complete and return the Sponsorship form by the end of the month. Act soon, because logo and listing space is limited! If you have any questions or concerns, please do not hesitate to contact us by email at [brian.mclaughlin@wmtps.org](mailto:brian.mclaughlin@wmtps.org) or [matthew.gramata@wmtps.org](mailto:matthew.gramata@wmtps.org). Thank you for your time and I hope to hear from you soon!

Musically Yours,

Dr. Brian McLaughlin  
Director of Bands  
West Milford Township High School

Mr. Matthew Gramata  
Associate Director of Bands  
West Milford Township High School