



**"The Pride of Pearland"**

**Joe Muñoz**

Director of Bands  
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**Kenneth Brown**

Associate Band Director

**Gino Hernandez**

Associate Band Director

**Nick Guiliano**

Associate Band Director

Percussion

**Sean Bass**

Color Guard Director

[www.pearlandband.org](http://www.pearlandband.org)

**Pearland Independent  
School District**

**Pearland High School  
3775 South Main  
Pearland, TX 77581**

**Phone: 281-997-3219**



January 14, 2019

It is with great joy and pride that I share the exciting news that the award winning Pearland High School Marching Band has been selected to march in the prestigious *2020 Rose Parade*® in Pasadena, California on January 1, 2020. The Pride of Pearland Marching Band will make its international TV debut in the 131<sup>st</sup> Annual *Rose Parade*® to a television audience of approximately 52 million viewers in addition to the estimated one million people watching the parade live! After a careful selection process involving over one hundred marching band submissions, The Pride of Pearland will be the ONLY band from Texas. Our band is one 19 bands from around the world and one of only nine high school bands to be included in the *Tournament of Roses*®.

We are being recognized for many impressive reasons. Our band has over 50 years of UIL Sweepstakes Awards which recognize bands that have Superior performances in marching band, concert band, and sight-reading contest. It has also been recognized at national festivals, been selected to the Texas UIL State Marching Band Championships and has been the Texas Music Educators Association Texas State Honor Band. The Pride of Pearland Band is also very involved in the community. In 2017 the Houston area was devastated by Hurricane Harvey which flooded homes in Pearland and the surrounding area. With just a two-hour notice, our band program had band members and the band directors on site organizing the band hall as a clothing drive center. The band program also assisted the shelter with housing affected families of our community and providing them food, diapers, medicine, baby food, and comfort, as well as shelter for their pets. We, as a band program at Pearland High School, understand our commitment to our community, our band members, our staff, and when faced with adversity, our program models our Pearland High School motto: *Pride, Honor, Success*.

As a corporate steward of our growing community, we are excited to include your company in our special fundraising efforts to contribute needed support to this talented group of students in participating in such a grand and memorable event. The band is comprised of approximately 350 students with a projected cost of \$2,500 per child. For many students, this trip may be their first opportunity to travel out of the state or even ride on a plane!

Please find attached the Levels of Sponsorship we are seeking with a very special opportunity for one primary corporate sponsor to be featured on the left sleeve of the marching uniform on the day of the parade! Your corporate support, pending the fundraising level you select, will provide a platform to connect your business to receptive local, state, national and global audiences, resulting in significant marketing opportunities. This Spring, the Rose Parade President will be visiting our community to feature the band and growing Pearland community in an impressive media launch with plans for wide scale print/television coverage, local/sport celebrities, and corporate logo signage. Your corporate logo will also be included on our webpage, t-shirts, banners (displayed at all football games), and half time announcements. The preparations for this momentous trip will be very exciting and we look forward to including your company in our efforts!

My sincere gratitude for your consideration and support.



Joe Muñoz

*The Tournament of Roses® is not affiliated with this fundraising campaign.*

# Pride of Pearland PHS Marching Band

## 2020 ROSE PARADE<sup>©</sup>

### LEVELS of CORPORATE SPONSORSHIP

#### \$100,000 (40 Students) – Primary Corporate Sponsor

Premiere Recognition as the Primary Corporate Sponsor

Approved Corporate LOGO featured on left sleeve of PHS Marching Uniform worn on day of parade resulting in mass national/international marketing opportunities. The ONLY logo that will be featured on uniform. Deadline for inclusion of corporate logo on uniform is 8/1/19 (Limited to one Top Corporate Sponsor at or above this level)

Premiere Recognition/Participation at prominent Media Launch Event (slated for April/May 2019) featuring the President/Representative of the Rose Parade<sup>©</sup> and various print/TV media.

Corporate Logo (Most Prominently placed) on Pearland Band's Rose Parade<sup>©</sup> Efforts:

- ♪ Pearland High School Band Webpage and Social Media (Facebook, Instagram, Twitter, etc.)
- ♪ Large professional Vinyl Banner(s) displayed at all football games (2019/2020 and 2020/2021 seasons), holiday parade (along with tiered sponsors)
- ♪ Feature placement on 18 Wheeler which travels to multiple locations around Houston and surrounding areas (Woodlands, Katy, Conroe, San Antonio, etc.) through 2020
- ♪ Rose Parade<sup>©</sup> Student T-shirts (worn by all students, parents, school staff and community) around Pearland, Houston (and surrounding areas) and California (including Disney Land)

Featured Full Page Ad in the 2019/2020 and 2020/2021 Football Season Programs

Announcement of Sponsorship at ALL Football Games during the 2019 and 2020 seasons

Premiere recognition on a Full Page Appreciation Ad in the Houston Chronicle (with tiered sponsors)

Special large appreciation vinyl banner made for display at your Company

Special mounted appreciation picture of Pearland High School band with your Company logo for display at your Company

Name/Logo featured on Pearland Football Stadium Score Board Screen (stadium used by both 6A high schools in Pearland) during sponsor recognition times at 2019 and 2020 football games

Invitation to a special performance of Marching Show with Appreciation Hospitality Reception

Special band performance for your Corporation at an event of your choosing during 2019 or 2020 (as permitted by Band schedule commitments and availability)

## **\$50,000 (20 Students) – 2<sup>nd</sup> Tier Sponsor**

Special Recognition/Participation at prominent Media Launch Event (slated for April/May 2019) featuring the President/Representative of the Rose Parade<sup>©</sup> and various print/TV media.

Corporate Logo (Prominently placed as 2<sup>nd</sup> Tier sponsor) on Pearland Band's Rose Parade<sup>©</sup> Efforts:

- ♪ Pearland High School Band Webpage and Social Media (Facebook, Instagram, Twitter, etc.)
- ♪ Large professional Vinyl Banner(s) displayed at all football games (2019/2020 and 2020/2021 seasons), holiday parade (along with tiered sponsors)
- ♪ Placement on 18 Wheeler which travels to multiple locations around Houston and surrounding areas (Woodlands, Katy, Conroe, San Antonio, etc.) through 2020
- ♪ Rose Parade<sup>©</sup> Student T-shirts (worn by all students, parents, school staff and community) around Pearland, Houston (and surrounding areas) and California (including Disney Land)

Featured Full Page Ad in the 2019/2020 and 2020/2021 Football Season Programs

Announcement of Sponsorship at featured Football Games during the 2019 and 2020 seasons

2<sup>nd</sup> Tier recognition on a Full Page Appreciation Ad in the Houston Chronicle (along with other sponsors)

Special appreciation vinyl banner made for display at your Company

Special mounted appreciation picture of Pearland High School band with your Company logo

Invitation to a special performance of Marching Show with Appreciation Hospitality Reception

Ensemble band performance for your Corporation at an event of your choosing during 2019 or 2020 (As permitted by Band schedule commitments and availability)

## **\$25,000 (10 Students) – 3<sup>rd</sup> Tier Sponsor**

Recognition/Participation at prominent Media Launch Event (slated for April/May 2019) featuring the President/Representative of the Rose Parade<sup>©</sup> and various print/TV media.

Corporate Logo will be included on Pearland Band's Rose Parade<sup>©</sup> Efforts:

- ♪ Pearland High School Band Webpage and Social Media (Facebook, Instagram, Twitter, etc.)
- ♪ Large professional Vinyl Banner(s) displayed at all football games (2019/2020 and 2020/2021 seasons), holiday parade
- ♪ Placement on 18 Wheeler which travels to multiple locations around Houston and surrounding areas (Woodlands, Katy, Conroe, San Antonio, etc.) through 2020
- ♪ Rose Parade<sup>©</sup> Student T-shirts (worn by all students, parents, school staff and community) around Pearland, Houston (and surrounding areas) and California (including Disney Land)

Featured 1/2 Page Ad in the 2019/2020 and 2020/2021 Football Season Programs

Announcement of Sponsorship at select home Football Games during the 2019 season

3<sup>rd</sup> Tier recognition on a Full Page Appreciation Ad in the Houston Chronicle (along with other sponsors)

Special appreciation vinyl banner made for display at your Company

Special mounted appreciation picture of Pearland High School band with your Company logo

Invitation to a special performance of Marching Show with Appreciation Hospitality Reception

## **\$10,000 (4 Students) – 4<sup>th</sup> Tier Sponsor**

Corporate Logo will be included on Pearland Band's Rose Parade<sup>©</sup> Efforts:

- ♪ Pearland High School Band Webpage and Social Media (Facebook, Instagram, Twitter, etc.)
- ♪ Large professional Vinyl Banner(s) displayed at all football games (2019/2020 and 2020/2021 seasons), holiday parade
- ♪ Rose Parade<sup>©</sup> Student T-shirts (worn by all students, parents, school staff and community) around Pearland, Houston (and surrounding areas) and California (including Disney Land)

4<sup>th</sup> Tier recognition on a Full Page Appreciation Ad in the Houston Chronicle (along with other sponsors)

Special appreciation vinyl banner made for display at your Company

Special mounted appreciation picture of Pearland High School band

Invitation to a special performance of Marching Show with Appreciation Hospitality Reception

## **\$5,000 (2 Students) – 5<sup>th</sup> Tier Sponsor**

Corporate Name will be included on Pearland Band's Rose Parade<sup>©</sup> Efforts:

- ♪ Pearland High School Band Webpage and Social Media (Facebook, Instagram, Twitter, etc.)
- ♪ Large professional Vinyl Banner(s) displayed at all football games (2019/2020 and 2020/2021 seasons), holiday parade
- ♪ Rose Parade<sup>©</sup> Student T-shirts (worn by all students, parents, school staff and community) around Pearland, Houston (and surrounding areas) and California (including Disney Land)

5<sup>th</sup> Tier recognition on a Full Page Appreciation Ad in the Houston Chronicle (along with other sponsors)

Special mounted appreciation picture of Pearland High School band

Pearland High School Rose Parade<sup>©</sup> Supporter Sign

Invitation to a special performance of Marching Show with Appreciation Hospitality Reception

## **\$2,500 (1 Student) – 6<sup>th</sup> Tier Sponsor**

Corporate Name will be included on Pearland Band's Rose Parade<sup>©</sup> Efforts:

- ♪ Pearland High School Band Webpage and Social Media (Facebook, Instagram, Twitter, etc.)
- ♪ Rose Parade<sup>©</sup> Student T-shirts (worn by all students, parents, school staff and community) around Pearland, Houston (and surrounding areas) and California (including Disney Land)

6<sup>th</sup> Tier recognition on a Full Page Appreciation Ad in the Houston Chronicle (along with other sponsors)

Mounted/Framed appreciation picture of Pearland High School band

Pearland High School Rose Parade<sup>©</sup> Supporter Sign

Invitation to a special performance of Marching Show with Appreciation Hospitality Reception



# Rose Parade Sponsorship

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Dollar Amount of Sponsorship: \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Our tax id number is 76-0518560. Please make check payable to Pearland High School. Your generous donation can be picked up by a band representative or mailed to:

Pearland High School Band  
P.O. Box 2047  
Pearland, TX 77588.

THANK YOU FOR YOUR SUPPORT!

