

## **RADIO BLURB**

Are you a local runner, walker, music-lover? A former band nerd ready to pay it forward? Then join us, **May 13th**, for the Band on the Run 5K, a fundraiser for the Charlottesville High School marching band and cross-country team! For just \$25, you can make a difference in a local teen's life - our teams give teens of all backgrounds a safe space of support and inclusion and an opportunity to compete throughout the state! Your participation means every kid who loves music can have an instrument, a uniform, food, and travel. Just want to walk? Join us virtually for just \$20! Sign up now! <https://www.cvillebands.com/>

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## **EMAIL ASK: CORPORATE VERSION**

Dear **x**,

We're reaching out to find out if you can help the CHS Marching Band by sponsoring the annual **BAND ON THE RUN 5k** [[link](#)] this May.

### **WHY YOUR COMPANY??**

Your company is well-loved in the community [**INSERT PERSONALIZED INFO HERE**] - and specifically by the teens in the band. Your contribution wouldn't just help us raise needed funds to keep the band going for every kid, no matter their ability to pay - it would show this group of 100+ teens that you believe in their talent and hard work.]

### **WHY NOW?**

The covid pandemic knocked adolescents across the country flat. Rates of depression, suicide, self-harm, and other signs of mental health issues have spiked in this age group. As parents, watching our kids struggle to find connection and themselves while isolated and scared has been heartbreaking.

At Charlottesville High School, we've discovered that being in the band has bolstered our kids' confidence and promoted their well-being. For many of them, the band has been a lifesaver.

This could be why the band is growing. Last year, for the first time in a decade or so, we had about 100 students in the band. That put us up against the best bands in the state. We won some awards - [**insert**] - but we're hoping to help the kids do even better this year.

That means making sure we have the funds to make sure every kid has a uniform, instrument, food, and travel money for the whole marching band competition season. Tons of volunteers put forth hours of time to keep this running. It's a huge operation!

We could really use your help.

### **WHY GIVE TO THE CHS MARCHING BAND?**

Sponsoring the CHS marching band means you're:

- Promoting the growth of a safe, inclusive space for kids of all backgrounds
- Giving the gift of music education, with all that entails in terms of self-esteem, intellectual stimulation, and positive social community
- Bolstering the CHS band's ability to compete with the heavy hitters across the state
- Showing the community you care about local teens
- Getting great exposure for your business with an invested local community
- Doing something really local, really healing, really great!

Charlottesville-area runners are a diverse and growing community. CHS students and parents form an important part of our present and future community. Your charitable donation to the Band on the Run 5K is an effective means of advertising, will reflect community involvement and good will, and will reach a broad audience. Your tax-deductible gift will help make the Band on the Run 5K a success and ensure that the event is profitable.

**It only takes \$100 to get your logo on the race t-shirt!**

See all the benefits and levels of support as well as race details for this year's [Band on the Run](#).

Let us know if you have questions!

Best,

**[INSERT NAME]**

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