



July 18, 2010

Dear Friends,

The North Oakland Concert Band is offering you a great opportunity to advertise your business. We have an advertising booklet that we distribute to our audience at our performances. Last season we distributed over 1000 booklets at five different concerts in Lake Orion and Orion Township. Our goal for this season is to increase our audience and thus our booklet distribution by 50%. The booklet will contain your advertisement as well as information about the band and our conductor and our concert schedule. We are currently planning our 2010 – 2011 booklet and hope you will help us by purchasing an advertisement.

The North Oakland Concert Band, or NOCB, is a volunteer community concert band whose home base is Lake Orion, Michigan. Our volunteer adult members reside within a 120-mile radius from Lake Orion. The purpose of this band is to provide people of all ages, from toddlers to senior citizens, live musical performances. One hundred percent of the band's activity is devoted to rehearsing and performing band concerts. In addition to entertaining our audiences, other purposes are to expose people to varied musical experiences including music that is new and unfamiliar. In other words, NOCB educates and enriches our audience.

We are a non-profit 501(c)(3) corporation registered in the State of Michigan. The monies raised from the advertising booklet help to defray the cost of running the band. Our budgeted expenses for this season amount to over \$11000. This includes our conductor's annual stipend, new music purchases, auditorium rental, association fees, and rehearsal room rental. Last year we raised over \$1200, and we hope to significantly increase that amount this season.

We hope you will help us by purchasing an advertisement.

**The cost per advertisement is as follows:**

Size	Ad Price
Business Card	\$25
¼ page	\$50
½ page	\$100
Full page	\$200

Actual page size is 5.5 by 8.5

We encourage you to purchase your advertisement as soon as possible as we are now in the process of laying out the booklet. If you already have artwork, please send it to us. If you would like help creating your advertisement, we would be happy to assist you. **Please send your information and/or artwork to Laura Mazich at [nocband@wowway.com](mailto:nocband@wowway.com).**

**Make checks payable to NOCB and send to me at the following address:**

**NOCB  
Mark Buchanan  
2183 Willow Leaf Ct. S.  
Rochester Hills, MI 48309**

You will get a chance to proof your advertisement before the booklet goes to print.

Once again, thank you for your support of the North Oakland Concert Band.

Sincerely,

Mark Buchanan, President  
North Oakland Concert Band