



WHY ADVERTISE IN THE ENCORE?

What is the ENCORE?

ENCORE is a publication of the Upper Arlington Vocal Music Boosters that is distributed at each performance of the Vocal Music Department at the High School. ENCORE provides information on the schedule for the year, background on each of the choirs, profiles the senior class, and recognizes the benefactors of the Vocal Music Program. Approximately half of the 2008-09 ENCORE pages featured business advertisements.

Where does the money go?

Purchasing an ad in ENCORE funds the printing and also helps the UAHS Vocal Music Department maintain and expand its high quality program that touches well over 350 students and their families. This is important because the budget provided by the school board to the Vocal Music Department allows for just the basics.

Enrichment programs supported by generosity such as yours allow the student to experience:

- Annual participation in a large cast Broadway-style musical
- Contest competition at the district and state level
- Professional direction beyond vocal instruction (Choreography, Theatrical, Master Classes)
- Additional performance opportunities for our six choral groups

In addition, this year funds will help purchase new and additional auditorium lighting to enhance productions such as the Choir Concerts, Fall Follies, and the Musical.

How can ENCORE benefit your business?

1. Your advertisement will reach an audience of approximately 10,000 people, who will appreciate your generosity and support for the Vocal Music Program at UAHS.
2. The ENCORE will be distributed at more than 10 performances throughout the school year, including:
 - Fall Follies: 2009 Theme “Americana” (multiple performances)
 - Holiday Concert
 - Winter Broadway-Style Musical “West Side Story” (multiple performances)
 - Spring Concert
3. All Vocal Music Supporters who advertise in the ENCORE are recognized on our website, www.uavocalmusic.org.
4. Your support will also be recognized in the Vocal Music Booster Directory which is distributed to over 350 families at Upper Arlington High School and is used throughout the year.
5. A variety of advertisement sizes are available from quarter to full pages, and all are priced very reasonably.

Thanks for your consideration and your participation. Should you have additional questions, please contact Alicia Overmyer at aovermyer@columbus.rr.com or 614-457-5004