

Dear Potential Donor,

With a history of winning tradition, Bradley Central High School Show Choir has traveled across the country competing for decades. This ensemble entitled *VocalMotion* is made up of 50 students who love performing both in competition and for their community. As director of this program, it is my mission to instill self-discipline, performance conduct, teamwork, and responsibility in these students while inspiring them to discover a passion for serving our community through music. In this experience, the choir will cultivate the personal and social growth of its members, enforcing their sense of self-esteem, accomplishment, and pride.

Senior member Robbie Goins provides a prime example of the opportunities our choir program has given. As he has faced many challenges outside of school, *VocalMotion* has given him the motivation to stay focused both in music and academics as well as maintaining an interest in serving others. This past year, he was a section leader assisting me and his classmates. His help played a key role in our success in competitions. Despite any personal hardship, he consistently volunteered his time and talent to help and inspire others through music. One of many examples was this past summer when he spent a week working with me at a children's show choir camp teaching and encouraging young students to be involved in music and dance. We are in the process of planning and expanding our community service to a wider audience of Bradley County children this summer.

VocalMotion is made up of kids just like Robbie who want to serve but who also want to win in competition bringing pride to their school and their community. This past February, for the first time, the choir made it into the top five in an Alabama competition. Seeing their name on the big screen in front of thousands of people instilled an immense amount of self-confidence into these young performers. At that moment, they realized that the seven months of intense preparation both on and off the stage was worth it.

Performing at this highly competitive level does involve much sacrifice from the students and their families requiring both their time and finances. From costumes to buses, our program utilizes over a \$50,000 budget, which the students work very hard to raise so they can represent their school and community with pride. As we are preparing for the 2014-2015 school year, we are asking area businesses to make a financial investment in what we do.

Enclosed with this letter, you will find summary of our budget to see exactly where our money is spent. You will also see a donor list with a variety of ways you can support us and how we can support your business in return. Upon reaching our goal, we will have a donor exclusive performance and reception in the new Bradley Central Fine Arts Center so you can see exactly what you have contributed to. We will notify you of these dates as soon as it has been set.

We greatly appreciate you taking the time to consider supporting us in this exciting project.

Sincerely,

Katie Philips
VocalMotion Director

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VocalMotion Budget and Details

❖ About our students and directors

- For the 2013-2014 school year, *VocalMotion* consisted of 43 performers and 7 student technical crew.
- Katie Philips is the musical director and is assisted by Jeremiah Pritchard and Chelsey LeShea for choreography, Mason Brown for music arrangements and Nolen Goins for set design and technology.
- This year they performed in four competitions.
 - o Platinum Showcase Cleveland, TN Exhibition performance
 - o Capital City Classic Montgomery, AL 5th runner up out of 18 choirs
 - o Diamond Classic Albertville, AL 4th runner up out of 18 choirs
 - o Music City Show Shoppe Nashville, TN 3rd runner up out of 16 choirs
 - o Celebration Concert Cleveland, TN Main event
- Bradley Central High School has an estimated population of over 1700 students of which 57% are utilize the free and reduced lunch services. Some of our students in show choir fall into this category but work very hard to fundraise so that they can pay for costuming and travel expenses.
- For more information about our students and directors and to see pictures and video of this year's show, please visit our website at Bradleychoirs.com.

❖ Budget

- \$ 2,775 Professional music arrangements and recordings
- \$ 3,775 Adult musicians for competition performances
- \$ 2,500 Choreography and dance instruction
- \$ 500 Season t-shirts
- \$11,875 Girl's costuming (\$475/student)
- \$11,250 Boy's costuming (\$450/student)
- \$ 3,500 Set and technical equipment
- \$ 1,200 Competition entry fees
- \$ 8,000 Bus transportation
- \$ 8,000 Hotel expense
- \$ 1,000 Transportation for local performances and events

- \$54,475 Total

Donor Information

Thank you for joining *VocalMotion* as they prepare for the 2014-2015 season. Below you will see several ways you can support and how we can support your business in return.

\$1000 Diamond Donor

Business name will be:

- ❖ Printed on our competition t-shirt with your business logo (if desired) to be worn when traveling to all four competitions around the Southeast US
- ❖ Displayed in the Bradley Central Fine Arts Lobby for the spring and summer for all events with your business logo (if desired)
- ❖ Announced in radio interviews about the group
- ❖ Listed in the newspaper articles about the group
- ❖ Announced at spring school performances
- ❖ Listed in our spring school performance programs

\$500 Platinum Donor

Business name will be:

- ❖ Displayed in the Bradley Central Fine Arts Lobby for the spring and summer for all events with your business logo (if desired)
- ❖ Announced in radio interviews about the group
- ❖ Listed in the newspaper articles about the group
- ❖ Announced at spring school performances
- ❖ Listed in our spring school performance programs

\$250 Gold Donor

Business name will be:

- ❖ Listed in the newspaper articles about the group
- ❖ Announced at spring school performances
- ❖ Listed in our spring school performance programs

\$100 Silver Donor

Business name will be:

- ❖ Announced at spring school performances
- ❖ Listed in our spring school performance programs

If you would like to donate, simply email Katie Philips, *VocalMotion* director, at kephilips@gmail.com (one "L" in Philips) with your business contact. She will respond with additional information.

