



Peterborough New Horizons Bands

Concert Program Advertisement

Advertise Your Business in Our Concert Program!

Take advantage of this unique opportunity to showcase your business to hundreds of concertgoers! Whether you're a local business owner, a healthcare provider, or a service that supports the community, your advertisement will be seen by a diverse audience.

Who are the Peterborough New Horizons Bands?

We are a not-for-profit registered charity corporation that provides people of all ages the opportunity to learn to play a concert band instrument and/or continue to play and learn. We also have groups who play in the community to provide entertainment.

Why Advertise?

- **Support a Good Cause:** By advertising in our program, you're not only promoting your business, but also showing your support for PNHB and for the beneficiary we share some of our proceeds with at our spring concert.
- **Exposure to a Broad Audience:** Your advertisement will be seen by hundreds of our talented band members and concert attendees.
- **Targeted Audience:** Our attendees are local to the area. This is a great chance to connect with your community.

Ad Sizes and Pricing:

Be our 1 **Major Advertiser** for **\$400** and be the only business getting these benefits:

- ✓ Full page coloured AD on the back of the concert program. More exposure.
- ✓ Acknowledgement of your business being the major advertiser on the front cover of the concert program.
- ✓ Your logo on our website home page as a supporter that stays there until our next event.
- ✓ Get 6 complimentary tickets to the concert for you to use or to give to clients.
- ✓ At the concert, our MC will mention your business, and you can have a table in the foyer to advertise your business.

Be a **Harmony Advertiser** for **\$200** and get these benefits:

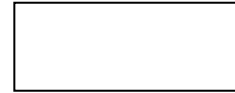
- ✓ Full page black and white AD in the concert program.
- ✓ Get 2 complimentary tickets to the concert for you to use or to give to clients.
- ✓ Your logo on our website home page as a supporter that stays there for 4 weeks after the concert.



Peterborough New Horizons Bands

Be one our many **Rhythm Advertisers**: Purchase one of these sizes at the prices below.

Full page \$100 (8" x 4.5") Half page \$60 (4" x 4.5") Third of a page \$35 (2.5" x 4.5")



How to Advertise:

Just fill out the information form and provide us with what to advertise, like a business card or email the information and AD to ads@pnhb.ca. Keep your advertisement within the size and shape mentioned above for the one you are purchasing. Be sure to not have too much black or white in you advertisement because it might not print clearly. We want your advertisement to look good.

Please submit your advertisement and payment 30 days before the concert. Earlier is better. Submit advertisement and payment by one of these methods:

- ✓ (preferred method) Email the advertisement and the AD information form to ads@pnhb.ca. E-transfer the funds to pnhb.music@gmail.com. Include in the comments your business name and the PNHB Contact name.
- ✓ Give the advertisement, the AD information form and funds (cash or cheque) to your PNHB contact.
- ✓ Email ads@pnhb.ca or call 705-201-2216 to make other arrangements.

Let us know if you require an invoice or receipt if your PNHB Contact does not provide you with one.

Email comm@pnhb.ca if

- you have any other questions
- you are interested in displaying a poster for the concert
- you would like to purchase tickets

If you would like to make a registered charity donation, go to www.PNHB.ca

Thank you for your support!



Peterborough New Horizons Bands

Dear Potential Advertiser,

I would like to take this opportunity to tell you how Peterborough New Horizons Bands have helped me in retirement and in aging.

For years, I played a drum kit in various local groups – from blues to jazz to Dixieland. I played “intuitively”, knowing the feel, sound, tempo and rhythms just from experience. I learned that playing music is a very social experience.

With a bit of money left me by an old family friend, I was able to purchase a used double (acoustic, stand-up) bass, and really *learn music*. I have had this lovely instrument for over 10 years.

I went to a New Horizons Bands spring concert years ago, and enjoyed it so much, I approached Sal Castiglione, one of the conductors, to ask if he thought a double bass would fit. He absolutely welcomed me.

Since then, I have learned to read music, play music, and engage in playing some amazing arrangements, particularly with an offshoot band known as “Swing Set” – we play classical swing music that has great melodies and rhythms and where my bass sets the bottom line along with drums and piano. (We are happy to play out at events, by the way)

But, on top of this, I have taken up learning percussion and now play timpani (kettle drums) and other percussion instruments in the bigger orchestra. It is fantastic!

The point is, 5 New Horizons Bands help over 200 seniors continue to learn, to socialize, to connect, and to enjoy. There is no question in my mind, as a physician, that learning and playing music defers onset of senility and possibly dementia. Quality of life is much improved, and we have had some amazingly excellent elderly musicians just hang in and play for years.

Your donations by advertising and supporting this group plays a huge role in the well-being of Peterborough and its surrounding communities.

Thank you!

Tom Bell MD
PNHB Member



Peterborough New Horizons Bands

AD INFORMATION FORM

Business Name _____

Business Address _____

Business Contact Name _____

Phone _____ Email _____

PNHB Contact Name _____

- Size:** Major Advertiser \$400
 Harmony Advertiser \$200
 Rhythm Advertiser
 Full page @ \$100
 Half page @ \$60
 1/3 page @ \$35 (Business card)

- Paid by:** Cash
 Cheque payable to Peterborough New Horizons Bands
 E-transfer to **pnhb.music@gmail.com** (preferred)

Total Charge \$ _____ (no coins please) Event date _____

AD format provided: business card File Other _____

Submit this Form, your AD and payment by ONE of these methods:

- (preferred method) E-transfer funds to **pnhb.music@gmail.com** and Email Form & AD to **ads@pnhb.ca**
- Give the Form, AD and cash or cheque to your PNH B Contact
- Email **ads@pnhb.ca** to make other arrangements or call 705-201-2216

RECEIPT

Date _____ For payment of AD in the PNH B program for _____

Amount received: _____

Received From: _____

Received By: _____

Paid by: Cash Cheque E-transfer