



Instrumental Music Association

Easton Area High School

P.O. Box 3535

Easton, PA 18043

Christopher Ballentine, Instrumental Music Director

Marisa Pape, President

Dear Sponsor,

The Easton Area High School Instrumental Music Association (IMA) proudly supports more than 300 talented students involved in our award-winning band and orchestra programs. These programs are the heart of our school community – instilling discipline, teamwork, and pride in every student performer.

Each year, the IMA relies on the generous support of businesses and individuals like you to help fund uniforms, instruments, equipment, transportation, meals, and more. Sponsorship not only fuels our students' success but also places your brand in front of thousands of local families through concerts, programs, community events and fundraising events. .

We invite you to review our updated 2026–2027 Sponsorship Opportunities. Each level offers year-round (July 1 - June 30) exposure and customized recognition tailored to your business. If included in your sponsorship level, your printed ad will appear in all concert and event programs, and our publicity team will coordinate directly with you to design custom social media ads. Our digital channels, with over 7,200 social media followers. Our newsletter is sent directly to our instrumental music program students and guardians. Please email all ad submissions and/or questions to sponsorships@eahsmusic.org.

We deeply appreciate your consideration and support. Together, we can ensure that Easton's musical excellence continues to thrive for years to come.

With gratitude,

Easton Area High School Instrumental Music Association

Michelle McKessey

Fundraising and Sponsorship Coordinator

Email: sponsorships@eahsmusic.org

Website: <https://eahsmusic.org/general/sponsorships/>

501C(3) EIN# 23-3087015 • P.O. Box 3535, Easton, Pa 18043 • (610) 250-2481 x 32214

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IMA Sponsorship Levels (2026–2027)

Sponsorship Level Cost Benefits

Crescendo \$100 • Name on IMA website

- One (1) custom social media post per year

Red Rover \$500 • Logo with live link on IMA website

- Name in all IMA concert/event programs
- Two (2) social media posts
- 8" × 10" sponsorship certificate

Bulldog \$750 • Logo with live link on IMA website

- Name in all IMA concert/event programs
- Two (2) social media posts
- Quarter-page ad in all IMA concert/event programs
- Two (2) tickets to First Flags Festival
- One (1) IMA newsletter spotlight

Drum Major \$1,500 • Logo with live link on IMA website

- Name in all IMA concert/event programs
- Half-page ad in all IMA concert/event programs
- Four (4) social media posts
- Two (2) IMA newsletter spotlights
- Table at First Flags and 2 tickets to event (approximately 2500 attendees)
- Invitation to Meet the Band Night- August 27, 2026 at Cottingham Stadium
- Logo on traveling banner to all games ((Approximate size 7" W × 3.5" H)
- Logo magnet on red equipment bus. (Approximate size 10" W x 10" H)

- Individual sponsor banner (provided by company 3' × 5') displayed at all fundraising events.

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Director \$3,000 • Logo with live link on IMA website

- Name in all IMA concert/event programs
- Full-page ad in all IMA concert/event programs
- Six (6) total tickets to your choice of IMA event
- Six (6) social media posts per year
- Four (4) IMA newsletter spotlights per year
- 2026-2027 Sponsorship plaque
- Invitation to Meet the Band Night- August 27, 2026 at Cottingham Stadium
- Table at First Flags and 4 tickets to event (approximately 2500 attendees)
- Logo on traveling banner to all games (Approximate size 10" W × 3.5" H)
- Logo magnet on red equipment bus. (Approximate size 10" W x 15" H)
- Individual sponsor banner (provided by company 3' × 5') displayed at all fundraising events.

Beast from the East \$5,000 • Logo with live link on IMA website

- Name in all IMA concert/event programs
- Full-page ad in all IMA concert/event programs
- Ten (10) social media posts per year
- Ten (10) total tickets to your choice of IMA event
- 2026-2027 Sponsorship plaque
- Invitation to Meet the Band Night- August 27, 2026 at Cottingham Stadium
- Table at First Flags and 4 tickets to event (approximately 2500 attendees)
- Monthly newsletter spotlights
- Halftime sponsorship shout-out at Home football games
- Logo on traveling banner to all games ((Approximate size 10" W × 6" H))
- Logo magnet on red equipment bus. (Approximate size 10" W x 24" H)

- Individual sponsor banner (provided by company 3' × 5') displayed at all fundraising events.

Ad Sizes (for printed programs):

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- **Full Page:** 9 ½" H × 7 ½" W
- **Half Page:** 4 5/8" H × 7 ½" W
- **Quarter Page:** 3 5/8" H × 4 5/8" W

Magnet Sizes (for equipment bus):

- **Drum Major:** approximately 10" H × 10" W
- **Director:** approximately 10" H × 15" W
- **Beast from the East:** approximately 10" H × 24" W

Submission Guidelines:

- Please email ads to: sponsorships@eahsmusic.org
- Acceptable formats: High-resolution JPG, TIFF, or PSD
 - Preferred format for printed ads: **PDF and High-resolution JPG**
 - Preferred format for logos: **High-resolution JPG**
- All ads will print in black and white (unless otherwise noted). Please send them in both color and black and white formats
 - Text should be typed and photos must be high-quality

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