

Dear Sponsor,

Welcome to the Wisconsin Singers website! Under the "Sponsor Info" tab, you will find your 2011-2012 Wisconsin Singers promotional materials. These materials include:

- **Press release** on the current show
- **Media 101**, which includes tips on securing a successful relationship with media outlets
- **Singers Quick Facts**, a bulleted and convenient guide to use when being interviewed by media personnel
- **Interviewing Tips**, with advice on how to conduct promotion discussions
- **Photos** from the current show for your use
- **How to Sponsor Packet**, a detailed resource that includes sample patron letters, a budget summary, and other example communication materials
- **2011-2012 Poster**

Thirty of these posters will be mailed to you, and we are open to requests for a hometown press release that includes information about Singers from your area. Additionally, a sample timeline is available upon your request to help keep you on track when planning your Wisconsin Singers show.

When promoting your Wisconsin Singers show, keep in mind the several angles you can approach your local newspaper advertisements and articles from:

- **Outstanding Entertainment:** Broadway Style Revue Stages by NYC Choreographers
- **Community:** Wisconsin Singers Provide Outstanding Family Entertainment and Educates Area Students at Clinics
- **Fundraising:** Wisconsin Singers Production Earns Money for the Community (i.e. music programs, scholarships, organizations)
- **Engaging Event:** Wisconsin Singers' Song and Dance Provides and Evening of Exciting and Engaging Entertainment

Thanks for all your hard work in promoting the Wisconsin Singers show, and please do not hesitate to call or e-mail me if you have any questions.

On Wisconsin!

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