



# Fact Sheet for Advertising Sponsors

March 4-6, 2010 • Indianapolis, Indiana



## 2010 MUSIC FOR ALL NATIONAL FESTIVAL

**Music for All's mission is to create, provide and expand positively life-changing experiences through music for all.**

### How You Can Help

It is a great honor and accomplishment to be invited to perform at the Music for All National Festival. The groups invited to perform were selected through a national audition process. Each invited ensemble is required to sell one page of advertising "sponsorship" for their section of the award-winning Festival program book. We hope that you will help support the ensemble by sponsoring their section of the Festival program book through advertising.

### Official Festival Program Book

This first-class quality program book offers the ensemble members a valuable keepsake of their accomplishment. The Festival program book has been awarded the Silver Medal by the International Festivals and Events Association for outstanding program design and production. Each band and orchestra receives a four page section in the program book, with one of those pages reserved for community and local business advertising sponsorship. Percussion ensemble participants receive a three page section in the program book with half of one page reserved for community and local business advertising sponsorship. Although the cost of producing such a top quality program is high, we feel it is an important investment that Music for All can make, rather than ask each ensemble to print their own program at their own cost as is traditional with most events of this stature.

### The Invited Groups

One of the nation's most outstanding high school performing ensembles is in your community and has been invited to perform at the prestigious Music for All National Festival. Only 29 concert, percussion and orchestra ensembles from across the United States were selected by a panel of internationally-renowned conductors and music educators to perform at the 2010 event based on submitted audition tapes.

The 2010 Invited Ensembles are:

Athens Drive H.S. Symphonic Band - Raleigh, NC - Dr. Jerry Markoch, Director  
 Cinco Ranch H.S. Wind Ensemble - Katy, TX - Michael Ouellette, Director  
 Clovis West H.S. Wind Symphony - Fresno, CA - John Lack, Director  
 Dawson H.S. Honors Band - Pearland, TX - Ryan Agard, Director  
 Dr. Michael M. Krop Sr. H.S. Wind Ensemble - Miami, FL - Bringle Cidel, Director  
 Eden Prairie H.S. Wind Ensemble - Eden Prairie, MN - Elizabeth Jackson Kirchhoff, Director  
 J.P. Taravella H.S. Wind Orchestra - Coral Springs, FL - Neil Jenkins/Cheldon Williams, Directors  
 Lafayette H.S. Wind Ensemble - Lafayette, LA - Scotty Walker, Director  
 Lakota East H.S. Symphonic Winds- Liberty Township, OH - William Thomas, Director  
 Langley H.S. Wind Symphony - McLean, VA - Andrew Gekoskie, Director  
 Louisville Male H.S. Symphonic Band - Louisville, KY - Nan Moore, Director  
 Madison Central H.S. Wind Ensemble - Richmond, KY - Brent Barton, Director  
 Northern Nash H.S. Wind Ensemble - Rocky Mount, NC - Erik Harris, Director  
 Orono H.S. Wind Ensemble - Long Lake, MN - Donald Krubsack, Director  
 West Potomac H.S. Symphonic Winds - Alexandria, VA - Stephen Rice, Director  
 West Springfield H.S. Wind Symphony - Springfield, VA - Laurence Einuis, Director  
 Clarendon Hills M.S. Symphonic Band - Clarendon Hills, IL - Terrence Melbourn, Director  
 Dickerson M.S. Symphonic Band - Marietta, GA - John Palmer, Director  
 Durham M.S. 8th Grade Band - Acworth, GA - Michelle Rickard, Director

Fort Settlement M.S. Honors Band - Sugar Land, TX - Greg Countryman, Director  
 Hendrix Jr. H.S. Concert Band - Chandler, AZ - Brian Wilson, Director  
 Hightower Trail M.S. 8th Grade Symphonic Band - Marietta, GA - Andrew Cole, Director  
 Sartartia M.S. Wind Ensemble - Sugar Land, TX - Julie Jezek, Director  
 Hidalgo Early College H.S. Percussion Ensemble - Hidalgo, TX - Ron Schermerhorn, Director  
 Lincoln-Way Central H.S. Percussion Ensemble - New Lenox, IL - Eric Wellman, Director  
 San Marcos H.S. Percussion & Steel Drum Ensemble - San Marcos, CA -  
 Matthew Armstrong, Director  
 West Potomac H.S. Percussion Ensemble - Alexandria, VA - Adam Foreman, Director  
 Dickerson M.S. Percussion Ensemble - Marietta, GA - Scott Brown, Director  
 Simpson M.S. Percussion Ensemble - Marietta, GA - Mike Lynch, Director

### The Music for All National Festival

The 2010 Music for All National Festival will be held March 4-6, 2010 in Indianapolis, Indiana. The event includes the Bands of America National Concert Band Festival, The Sandy Feldstein National Percussion Festival, Orchestra America National Festival, Middle School National Music Festival, Honor Band of America, Honor Orchestra of America and Jazz Band of America. These non-competitive events bring the spotlight of national attention on music education and some of America's finest middle and high school ensembles and musicians. Each invited ensemble performs a full concert and receives taped and written evaluation from a panel of many of music's most respected educators. Following their concert, each ensemble receives a private, focused clinic with one of the evaluators. The Festival also features master classes and workshops for the ensemble members, opportunities for the students to meet students from the other ensembles and a gala awards banquet. The events conclude with Honors concerts featuring the Honor Band of America, Jazz Band of America and Honor Orchestra of America, ensembles composed of top high school musicians from band and orchestra programs across the country.

### Music for All

One of the nation's largest and most influential music education organizations, Music for All combines regional and national music-event programming with awareness campaigns and advocacy aimed at expanding access to music in schools and communities. A 501(c)(3) not-for-profit educational organization, Music for All promotes the widely documented lifetime benefits of music education and addresses the growing concern that public policies have created barriers to providing music and arts programs as a part of a basic education for all children. Bands of America and Orchestra America are programs of Music for All.



# Program Book Ad Sponsorship Explanation for Ensembles

March 4-6, 2010 • Indianapolis, Indiana



## 2010 MUSIC FOR ALL NATIONAL FESTIVAL

Music for All produces a glossy, color, keepsake program book that celebrates the entire festival and all of the performing ensembles. As a means of building local support of your trip to Indianapolis, while at the same time offsetting the prohibitive cost of producing a high-quality Festival Program Book, Music for All requires your participation in obtaining advertising sponsorship of your ensembles' program book section.

### Program Sponsored Ads

Part of what makes the Music for All National Festival such an unparalleled experience for students is the attention to detail and world-class quality that goes into every aspect of the event. Music for All produces a glossy, top-quality program book for the Festival that includes information on all of the participating ensembles. This program is a life-long keepsake and eliminates the need for ensembles to produce their own programs for the 2,000 participants and spectators.

The cost of production of this approximately 200-page program is underwritten by advertising sold by each of the participating ensembles to businesses and community members to "sponsor" the ensemble's section of the book. All invited bands and orchestras are responsible for selling one page of advertising to support their section. Percussion ensembles are required to sell a half page of advertising to support their section. **Each student ensemble member will then receive a complimentary program book.**

The cost of the half page of advertising for percussion ensembles is \$600. The cost of a full page ad for bands and orchestras is \$800. All ads are black and white only. A contract and fact sheet are provided to each ensemble upon invitation. There are other options for percussion ensembles and additional ensembles:

### 1. Invited bands and orchestras:

All invited bands and orchestras are responsible for one full page ad (\$800 participant rate). In return, each invited ensemble will receive three full pages of editorial coverage and a free program for each student performer on a package.

### 2. Additional ensembles (attending with an invited ensemble):

- A. Sell one full page ad (\$800 participant rate) and get a full page of editorial coverage and free programs for each student performer on a package.  
...OR...
- B. Don't sell an ad and get a half page of editorial coverage and offer to buy programs as a group in advance at a discount rate of \$8 per program.

### 3. Invited percussion ensembles:

Sell one half page ad (\$600 participant rate) and get two-and-a-half pages of editorial coverage and free programs for each student performer on a package (students participating in both a band/orchestra and a percussion ensemble only receive one program).

### Free Program Books For Your Students: A "Thank You" For Your Help

In return for filling ONE FULL PAGE (half page for invited percussion ensembles) of advertising, Music for All will give each of your student ensemble members on the student festival package plan a complimentary program book (purchase price at the Festival will be \$10).

We will have your programs boxed and waiting for you when you arrive at the Festival.

Please note that the Deadline for Advertising is December 14, 2009, so please act as quickly as possible.

### Subdividing the Space to Sell Smaller Ads

If an ensemble wishes, it may subdivide its ad space into smaller ads (for example, four quarter page ads) and sell to outside businesses. Music for All's contract only reflects a full page (band/orchestra) and half page (percussion) option. If an ensemble opts to subdivide the page into smaller ads, you should plan on contracting and collecting those payments and submitting one total payment of \$800 (band/orchestra) or \$600 (percussion) to Music for All.

### Summary: Your Ensemble's Responsibility

Each performing ensemble will be responsible for providing Music for All with \$800 for payment of the full page ad space (band/orchestra) or \$600 for payment of the half page ad space (percussion). It is our intention and hope that each ensemble will secure outside sponsorship of their ad space; however, if no ads are submitted for your ensemble, the page will be filled with content at the discretion of Music for All and the \$800 (band/orchestra) or \$600 (percussion) cost will be added to your group's final invoice.



# Advertising Contract-Full Page

## Black and White 8.5" x 11"

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### 2010 MUSIC FOR ALL NATIONAL FESTIVAL

Name of Business/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

Print/type Authorizing Name \_\_\_\_\_ Signature of Authorizing Person \_\_\_\_\_

#### Available Additional Ad Sizes

Full page 8.5" x 11"
Half page horizontal 8.5" x 5.5"

#### Format and Specifications

**Mechanical Requirements:** Full page ads are 8.5" x 11" trim size, add an additional 1/8" for bleeds. Press-optimized PDF files preferred, high resolution files required (300 dpi or higher). See below for other acceptable file formats. Ad preparation, if needed, including typesetting, art, layout, stripping in additions, film work, resizing of art, etc. will be billed to you at current rates.

**Art submitted as electronic files:** Ads may be submitted as files on CD or via email or FTP (via your FTP site). Types of acceptable files: high resolution press optimized PDF; Adobe InDesign; QuarkXpress; Illustrator, Photoshop, TIFF, EPS.

#### Payment Terms

Net 30 days after receipt of invoice.

#### Keep one copy and fax a copy to:

Marketing Department  
fax 317.524.6200 • phone 800.848.2263

#### Ship ad materials to:

Marketing Department  
Music for All, Inc.  
39 W. Jackson Place Suite 150  
Indianapolis, IN 46225

*Music for All reserves the right to refuse any advertisement if deemed inappropriate, offensive or not in keeping with Music for All's mission to create, provide and expand positively life-changing experiences through music for all.*

**YES! We want to support our local ensemble** by sponsoring in part their section in the official Music for All National Festival program book. Please reserve an ad at the size indicated below. We are supporting:

\_\_\_\_\_ High School.

Please reserve the following ad space for us:

- Full page Black & White 8.5" x 11" — \$800
- Half page Black & White horizontal 8.5" x 5.5" — \$600

**Deadline for space reservation: December 14, 2009**

**Deadline for film negative or camera-ready art: January 7, 2010**

#### We can help you with your ad artwork

If you want to support your community's band, but don't have time to produce ad artwork, Music for All can produce it for you. Just fax this contract, a rough sketch of ad layout and printed or typed copy and we'll do the rest for just \$65 per hour art charge (most ads created within 1-2 hours). If you want to include your logo or special artwork in the ad, send a clean copy to Music for All at the street address below

- I want the ad size indicated above and I want YOU to create the artwork for me. My rough sketch of layout and copy are being sent/faxed no later than **January 7, 2010**.

#### We would like to reserve ADDITIONAL advertising space at this discount price

Please reserve the following additional ad space for us:

- Full page Black & White 8.5" x 11" — \$800 (standard ad rate is \$1030)
- Half page Black & White horizontal 8.5" x 5.5" — \$600 (standard ad rate is \$758)

**Total cost of advertising reserved = \$ \_\_\_\_\_**

#### FOR OFFICE USE ONLY

Date: \_\_\_\_\_  
 Check # \_\_\_\_\_  
 Amt: \_\_\_\_\_  
 Acct # \_\_\_\_\_



# Director and Ensemble Titles

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## 2010 MUSIC FOR ALL NATIONAL FESTIVAL

*Please fill out one form per performing ensemble. Please type or print.*

Exact name of invited ensemble: \_\_\_\_\_

Please fill out the information below and check all boxes that apply.

Ensemble Director Name: \_\_\_\_\_ Title: \_\_\_\_\_

- Please list this name with our ensemble in promotions. (ie: newsletter and web lists of who's invited and on musicforall.org)
- Please imprint this name on the recognition award plate.
- Please imprint this name on the plate listing all the invited ensembles in the MFA Office Wall of Achievement.
- Please list this name with our ensemble on the CD and DVD labels.

Ensemble Director Name: \_\_\_\_\_ Title: \_\_\_\_\_

- Please list this name with our ensemble in promotions. (ie: newsletter and web lists of who's invited and on musicforall.org)
- Please imprint this name on the recognition award plate.
- Please imprint this name on the plate listing all the invited ensembles in the MFA Office Wall of Achievement.
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Ensemble Director Name: \_\_\_\_\_ Title: \_\_\_\_\_

- Please list this name with our ensemble in promotions. (ie: newsletter and web lists of who's invited and on musicforall.org)
- Please imprint this name on the recognition award plate.
- Please imprint this name on the plate listing all the invited ensembles in the MFA Office Wall of Achievement.
- Please list this name with our ensemble on the CD and DVD labels.

**Return form by December 14, 2009 to Music for All:**

**Marketing Department**

39 W. Jackson Place, Suite 150

Indianapolis, IN 46225

800.848.2263 • 317.524.6200 (fax)



**Ensemble Recommendation**  
 March 4-6, 2010 • Indianapolis, Indiana



**2010 MUSIC FOR ALL NATIONAL FESTIVAL**

**2011 Ensemble Recommendation**

Please help the Music for All National Festival continue to grow and make a difference in the awareness of America's high school concert bands, orchestras and percussion ensembles. Share with us programs you would recommend we contact about the Music for All National Festival. We especially need your help to identify and recruit outstanding ensembles to grow and expand the stature of the national event.

School and Ensemble Name \_\_\_\_\_

Director \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

School and Ensemble Name \_\_\_\_\_

Director \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

School and Ensemble Name \_\_\_\_\_

Director \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

School and Ensemble Name \_\_\_\_\_

Director \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

**Recommended By (Your Name):** \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**NOTE: Deadline for recommendations to the 2011 Music for All National Festival is December 4, 2009. Please mail this form to MUSIC FOR ALL, 39 W. Jackson Place Suite 150, Indianapolis, IN 46225 or fax it to 317.524.6200.**



# Additional Rehearsal Request

March 4-6, 2010 • Indianapolis, Indiana



## 2010 MUSIC FOR ALL NATIONAL FESTIVAL

Name of Ensemble \_\_\_\_\_ Date submitted \_\_\_\_\_

Director Name \_\_\_\_\_ School \_\_\_\_\_

School Phone (Area Code) \_\_\_\_\_ Home Phone (Area Code) \_\_\_\_\_

Director Email \_\_\_\_\_

### Rehearsal Information:

- Each invited ensemble will be assigned a 1- hour and 15-minute rehearsal on the day of (or a day prior to) your performance.
- If you would like another rehearsal (in addition to your assigned rehearsal time), please indicate your preferred day/time below.
- Each rehearsal is scheduled for 1 hour, plus 15 minutes for set up/tear down. We ask that you be courteous of other ensembles who are scheduled prior to and after your rehearsal.
- Please note that we cannot guarantee your requested time, but we will do our best to accommodate you.

### Additional Rehearsal Times:

#### WEDNESDAY, MARCH 3

- \_\_\_\_\_
- \_\_\_\_\_

#### THURSDAY, MARCH 4

- \_\_\_\_\_
- \_\_\_\_\_

#### FRIDAY, MARCH 5

- \_\_\_\_\_
- \_\_\_\_\_

- OTHER: Please indicate day and time: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- I do not need an additional rehearsal at this time

Return form by DECEMBER 4, 2009 to **Music for All:**  
**Events Department**  
 39 W. Jackson Place, Suite 150  
 Indianapolis, IN 46225  
 800.848.2263 • 317.524.6200 (fax)



# Meeting Room Request

March 4-6, 2010 • Indianapolis, Indiana



National Presenting Sponsor

## 2010 MUSIC FOR ALL NATIONAL FESTIVAL

Music for All understands the need to regroup your ensemble during the three-day festival. Rooms are available at the Festival Hotels to accommodate a meeting space where you can share information and other such details with your group. Please keep meetings to one hour in length.

School \_\_\_\_\_

Director Name \_\_\_\_\_

Date Submitted \_\_\_\_\_

Wednesday 3/3/10

Time \_\_\_\_\_

Time \_\_\_\_\_

Thursday 3/4/10

Time \_\_\_\_\_

Time \_\_\_\_\_

Friday 3/5/10

Time \_\_\_\_\_

Time \_\_\_\_\_

Saturday 3/6/10

Time \_\_\_\_\_

Time \_\_\_\_\_

\_\_\_\_\_ I do not need any extra meeting time

Please return by JANUARY 22, 2010 to **Music for All:**

**Events Department**

39 W. Jackson Place, Suite 150

Indianapolis, IN 46225

800.848.2263 • 317.524.6200 (fax)



# Special Meals Request

March 4-6, 2010 • Indianapolis, Indiana



## 2010 MUSIC FOR ALL NATIONAL FESTIVAL

Ensemble name \_\_\_\_\_

Music for All understands there are special meal needs for certain people during the event. Music for All is also interested in knowing if there are other special requests. **Please list the quantity of specific meals needed below**

- Vegetarian Quantity: \_\_\_\_\_
- Kosher Quantity: \_\_\_\_\_
- Vegan (non-dairy) Quantity: \_\_\_\_\_
- Allergic to: \_\_\_\_\_ Quantity: \_\_\_\_\_
- Other: \_\_\_\_\_ Quantity: \_\_\_\_\_
- Other: \_\_\_\_\_ Quantity: \_\_\_\_\_
- Other: \_\_\_\_\_ Quantity: \_\_\_\_\_
- I do not need any special meals at this time**

\_\_\_\_\_

In the space below, please list any other meal concerns or matters Music for All should be aware of: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please return by JANUARY 22, 2010 to **Music for All:**  
**Events Department**  
 39 W. Jackson Place, Suite 150  
 Indianapolis, IN 46225  
 800.848.2263 • 317.524.6200 (fax)



## William D. Revelli Scholarship

To be granted at the Music for All National Festival

March 6, 2010 • Indianapolis, Indiana



**Deadline for submission: February 5, 2010**

The Music for All Foundation is dedicated to creating, providing, and expanding positively life-changing experiences through music for all. The Foundation, formerly known as The Revelli Foundation and established in honor of Dr. William D. Revelli, has a longstanding history of awarding scholarships. Dr. Revelli's legacy continues to live through the many students who benefit from the scholarships.

The \$1,000 William D. Revelli Scholarship is a one-time award. The scholarship honors a student nominated by the director of an ensemble performing at the Music for All National Festival. **The scholarship will be announced and presented Saturday, March 6, 2010 at the Music for All National Festival Banquet.**

**Each school's director may nominate two students from his/her ensemble. Directors should complete the nomination form and return it with the required attachments to Music for All by February 5, 2010.**

### Nominee Criteria

Nominees must be graduating seniors who:

- Plan to pursue a degree in music education
- Demonstrate outstanding musicianship, leadership skills, and work ethic
- Plan to enroll in college within one year of graduating high school
- Have a minimum cumulative GPA of 3.0 on a 4.0 scale (or equivalent on other scales)

### Nomination Submission Requirements

Each **STUDENT** must submit the following:

1. A résumé of musical and leadership achievements.
2. An essay of at least 500 but no more than 750 words that addresses each of the following prompts:
  - Please describe the experiences and/or people who have inspired you to become a music educator.
  - Why do you feel music education is an important part of school curriculum?
  - What traits do you feel are essential in a successful music educator and how do you exemplify those traits?

Each **DIRECTOR** must complete the attached nomination form and submit the completed application (with student essay and résumé) to Music for All. Directors should keep in mind that the quality of their responses will affect the overall application score.

**Please send completed nomination form and application materials to:**

**The Music for All Foundation  
Development Department  
39 W. Jackson Pl., Suite 150  
Indianapolis, IN 46225**

**Email: Gaylena Merritt, [gaylena.m@musicforall.org](mailto:gaylena.m@musicforall.org)  
Fax: 317.524.6200 Attention: Development Department  
Questions? Call us 800.848.2263**



# William D. Revelli Scholarship Nomination Form

March 6, 2010 • Indianapolis, Indiana



**Deadline for submission: February 5, 2010**

Completed nomination forms should NOT be returned to students. Nomination forms must be returned directly to Music for All by mail, fax, or e-mail no later than February 5, 2010. Recommendation forms will be kept confidential.

**Student Name** \_\_\_\_\_ **Student Address** \_\_\_\_\_

**Student Email Address** \_\_\_\_\_ **Student Home Phone (area code)** \_\_\_\_\_

**Parent/Guardian Name(s)** \_\_\_\_\_ **Parent Email Address** \_\_\_\_\_

**School** \_\_\_\_\_ **School Address** \_\_\_\_\_

**Band Director** \_\_\_\_\_ **Band Director Email Address** \_\_\_\_\_

**Band Director Phone (area code)** \_\_\_\_\_

Please answer each of the following:

Student GPA: \_\_\_\_\_ on a \_\_\_\_\_ scale. How many years have you had this student in your classroom? \_\_\_\_\_

What ensembles does the student participate in? \_\_\_\_\_

Please select your responses to the following based on a scale with 1 being lowest (does not exhibit quality) and 5 being highest (strongly exhibits quality). Keep in mind that the quality of your responses will affect the overall application score.

This Student:

Exhibits a high caliber of musicianship. 1 2 3 4 5

Please explain or provide examples:

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---

Demonstrates strong leadership skills. 1 2 3 4 5

Please explain or provide examples:

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Has mentoring and/or teaching experience. 1 2 3 4 5

Please explain or provide examples:

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*Continued on back...*



# William D. Revelli Scholarship Nomination Form

March 6, 2010 • Indianapolis, Indiana



**Deadline for submission: February 5, 2010**

Possesses a strong work ethic. 1 2 3 4 5

Please explain or provide examples:

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Approaches obstacles with a positive attitude. 1 2 3 4 5

Please explain or provide examples:

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Please use the space below to provide any additional information regarding the student's qualifications and/or extenuating circumstances regarding financial need:

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Signature of Band Director \_\_\_\_\_ Date \_\_\_\_\_

**Please send completed nomination form and application materials to:**

**The Music for All Foundation  
Development Department  
39 W. Jackson Pl., Suite 150  
Indianapolis, IN 46225**

**Email: Gaylena Merritt, [gaylena.m@musicforall.org](mailto:gaylena.m@musicforall.org)  
Fax: 317.524.6200 Attention: Development Department  
Questions? Call us 800.848.2263**