

BOARD OF EDUCATION
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POWAY UNIFIED SCHOOL DISTRICT

RANCHO BERNARDO HIGH SCHOOL
13010 Paseo Lucido
San Diego, CA 92128-4499
www.rbhs.org

Paul Robinson, Principal
probrine@powayusd.com

858-485-4800
FAX 858-485-4822

October 5, 2011

To: Local Business Owners
From: Rancho Bernardo High School Madrigals, Women's Ensemble and Lisa Friedrichs, Choral Director
RE: Program Ads and Donation Opportunity

My name is Lisa Friedrichs and I am the choral director at Rancho Bernardo High School. Last year, my two advanced choirs, the Madrigals and Women's Ensemble, went to San Francisco to compete in a nationwide choral festival where they won 1st Place for Outstanding Choral Group, won the Adjudicators Award and the Sweepstakes Award, and won the Gold Award- 1st Place, which is the highest possible award.

In Spring, 2012, we will be traveling to Anaheim to compete in the Music in the Parks festival. This competition provides us with an opportunity to grow, learn and benefit from feedback of the adjudicators. It's also an opportunity for us to represent our school and community in a positive way.

Our travel expenses include transportation, hotel accommodations, meals and the performance experience. We estimate the cost of the trip will be close to \$400.00 per student and we'll have approximately 60 students traveling, plus a sufficient number of chaperones. Our students will be working hard at fundraising in an effort to raise the money necessary to cover these expenses.

We have an opportunity for you to promote your business while supporting us with a tax-deductible donation (TAX ID #95-6002452). As a performing choir, we have a number of concerts throughout the year. Our biggest concerts are our holiday concerts in December, and our Broadway Revue held in May. Each concert will run for 2 or 3 nights. At these concerts, we provide the audience with 8 1/2 x 11 programs that include advertisements from local businesses that all of us in the community support. We would be grateful if you would consider letting us meet some of your advertising needs in our program. Our concerts typically draw about 400 people per night, so you have the potential to reach 2,400 local customers. Our fees are very reasonable:

<u>Ad size</u>	<u># of Concerts</u>	<u>Cost</u>
Business card	One concert	\$25
Business card	All concerts	\$50
Quarter page	One concert	\$50
Quarter page	All concerts	\$100
Half page	One concert	\$100
Half page	All concerts	\$200
Full page	One concert	\$150
Full page	All concerts	\$300

Eighty percent of the ad donation amount will help the student who contacted you about this opportunity, the remaining 20% will cover the printing costs. Please return the attached form by November 15, 2011. This form should include: 1) your camera-ready ad (business card, coupon, etc.); 2) a check made payable to RBHS Choir; 3) the name of the student you are supporting. We would be delighted if you attended one of our concerts to hear our award-winning choirs.

Thank you for your consideration. If you have further questions, please contact me at 858-485-4800 ext. 4574.

Respectfully,


Lisa Friedrichs
RBHS Choral Director

BOARD OF EDUCATION
Kimberley Beatty
Marc Davis
Todd Gutschew
Andrew Patapow
Penny Ranftle

SUPERINTENDENT
John P. Collins, Ed.D.



RANCHO BERNARDO HIGH SCHOOL
13010 Paseo Lucido
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www.powayusd.com/pusdrbhs

David LeMaster, Principal
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858-485-4800
FAX 858-485-4822

POWAY UNIFIED SCHOOL DISTRICT

September 15, 2014

To: Local Business Owners
From: Rancho Bernardo High School Madrigals, Women's Ensemble and Lisa Friedrichs, Choral Director
RE: Program Ads and Donation Opportunity

My name is Lisa Friedrichs and I am the choral director at Rancho Bernardo High School. Last year, my two advanced choirs, the Madrigals and Women's Ensemble, went to Los Angeles to compete in a nationwide choral festival where they won the Adjudicators Award and the Sweepstakes Award, and won the Gold Award – 1st Place, which is the highest possible award.

In Spring 2015, we will be traveling to Seattle to compete in the Heritage Choral Festival. This competition provides us with an opportunity to grow, learn and benefit from feedback of the adjudicators. It is also an opportunity for us to represent our school and community in a positive way.

Our travel expenses include transportation, hotel accommodations, meals and the performance experience. We estimate the cost of the trip will be close to \$900 per student and we will have approximately 65 students traveling, plus a sufficient number of chaperones. Our students will be working hard at fundraising in an effort to raise the money necessary to cover these expenses.


We have an opportunity for you to promote your business while supporting us with a tax-deductible donation (TAX #95-6002452). As a performing choir, we have a number of concerts throughout the year. Our biggest concerts are our holiday concerts in December, and our Pops concerts held in May. Each concert will run for 2 or 3 nights. At these concerts, we provide the audience with 8 1/2 x 11 programs that include advertisements from local businesses that all of us in the community support. We would be grateful if you would consider letting us meet some of your advertising needs in our program. Our concerts typically draw about 400 people per night, so you have the potential to reach 2,400 local customers. Our fees are very reasonable:

Ad Size	# of Concerts	Cost
Business card	One concert	\$25
Business card	All concerts	\$50
Quarter page	One concert	\$50
Quarter page	All concerts	\$100
Half page	One concert	\$100
Half page	All concerts	\$200
Full page	One concert	\$150
Full page	All concerts	\$300

Eighty percent of the ad donation amount will help the student who contacted you about this opportunity, the remaining 20% will cover the printing costs. Please return the attached form by December 3, 2014. This form should include: 1) your camera-ready ad (business card, coupon, etc); 2) a check made payable to RBHS Foundation; 3) the name of the student you are supporting. We would be delighted if you attended one of our concerts to hear our award-winning choirs.

Thank you for your consideration. Please visit our website at RBHSChoirs.org. If you have further questions, please contact me at (858) 485-4800 ext 4574.

Respectfully,


Lisa Friedrichs

Choir Director, Rancho Bernardo High School