

## PERFORMATHON 2017 INSTRUCTIONS:

Thank you for participating in this year's Performathon! Now that you have your packet, you are ready to help Bloomington raise much needed funds for scholarships and help to share the music.

Follow this simple guide to help make the process as easy as possible:

- 1) Ask family, friends, and neighbors if they will sponsor your performance at the Bloomington School of Music on Saturday, May 13th. Your performance is at \_\_\_\_\_.
- 2) Write down the name, physical address, phone number, email address, and amount sponsored of each donor on your sponsor sheet attached to this envelope. We will send thank you/tax letters to the people whose info we have in full.
- 3) Here is a sample script you can use to ask someone to sponsor you:  
Hi, my name is \_\_\_\_\_ and I study the \_\_\_\_\_ at the Bloomington School of Music. On May 13, I will be performing at Performathon, our music school's annual fundraiser for scholarships. Will you please sponsor my performance to help students who cannot afford lessons?
- 4) For additional sponsorship suggestions, see our insert with more ideas.
- 5) Please return this envelope with your donations on or before Friday, May 12.
- 6) Sponsorships may also be made online at [www.bsmny.org/performathon17](http://www.bsmny.org/performathon17). Please tell your sponsor to include your name on the online form so we can make sure this amount is added to your total.
- 7) Student prizes will be awarded at 8:15 pm on the day of the Performathon.
- 8) Please try to stay for the entire performance hour you select, so we can have a large, supportive audience for our student performers!
- 9) If you would like to sign up for a piano accompanist for your performance, there will be someone available from 10 am-noon and from 2pm-5pm at Performathon. Please select one of these specific time slot hours on the online registration form and sign up for optional rehearsal time through our registration office (call 212.663.6021 or stop by). Performers are in charge of bringing their own piano accompaniment music.
- 10) All participants and their guests are invited to have pizza, and an ice cream party after the award ceremony!

Feel free to contact us at [performathon@bsmny.org](mailto:performathon@bsmny.org) with any questions!



### About the Bloomington School of Music

Founded in 1964, Bloomington School of Music (BSM) provides open access to anyone seeking high quality music education. Over the past 50 years, BSM has served over 100,000 students through group classes, private instruction and performance opportunities in classical, jazz & rock music. Located on Manhattan's Upper West Side, each week more than 700 adults & children participate in a wide range of music-making, including early childhood classes, free community concerts, & internet-based music programs. Over 17% of the BSM student body receives financial aid scholarships annually. BSM alumni have gone on to careers as music teachers, performers, and life-long music lovers.



**Saturday, May 13, 2017**

**9 am- 9 pm**

student: \_\_\_\_\_ age: \_\_\_\_\_ teacher: \_\_\_\_\_ instrument: \_\_\_\_\_ time: \_\_\_\_\_

Please return donation envelopes to the registration office by Friday, May 12, 2017. Online donations are accepted at [www.bsmny.org/performathon17](http://www.bsmny.org/performathon17).

SPONSOR NAME	ADDRESS	PHONE #	E-MAIL	AMOUNT PLEDGED
JOE SMITH	555 West 55th St. NY, NY 55555	212.123.1234	joesmith@gmail.com	\$50



\*All donations are fully tax-deductible to the fullest extent of the law. Sponsors will receive a receipt for their contribution in the mail, if full address and e-mail are provided.

Bloomingdale School of Music | 323 West 108th Street | [bsmny.org](http://bsmny.org) | 212-663-6021





## PERFORMATHON 2017

Bloomington School of Music will host its 17th Annual Performathon on Saturday, May 13, 2017. Twelve hours of non-stop performances bring the BSM community together for a day of music, raising much needed funds for scholarships. More than 17% of our students receive scholarships each year.

Over the past decade Bloomington has awarded over \$2 million in student scholarships. Through Performathon the Bloomington family ensures that everyone in our community has access to our high quality music programs.



Please e-mail or call us with any questions at [performathon@bsmny.org](mailto:performathon@bsmny.org) or 212.663.6021. Visit [www.bsmny.org/performathon17](http://www.bsmny.org/performathon17) for more information.



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## FUNDRAISING IDEAS

### • **Perform**

Students can perform in their school, at a party, in their lobby, in a relative's building, etc.

### • **Email**

Send an email to friends and family members mentioning the event. Don't forget to mention that donations are also accepted over the phone at 212.663.6021 or online at: [www.bsmny.org/performathon17](http://www.bsmny.org/performathon17)

### • **Neighborhood**

Visit local business to ask for donations. Have your parents and relatives ask friends, co-workers and neighbors for sponsorships.

### • **Social Media**

Post on Facebook and Twitter  
#BsmnySharingtheMusic

## STUDENT PRIZES

Grand Prize for the highest earner: iPad Pro 32GB 9.7"

### **NEW THIS YEAR!**

#### **SPECIAL PRIZES BY AGE GROUP:** (grand prize winner excluded)

4-7 year-olds: \$100 gift certificate to the Bronx Zoo  
8-10 year-olds: \$100 gift certificate to Chelsea Piers  
11-13 year-olds: \$100 gift certificate for movie tickets  
14 years old and above: \$100 itunes gift card

#### **All students who raise scholarship funds:**

- Students who raise between \$20-\$50 receive a Performathon notebook and pencil
- Students who raise over \$50 earn a Performathon water bottle
- Students who raise over \$150 earn a Performathon t-shirt or water bottle
- Students who raise over \$250 earn: a hoodie & water bottle OR a t-shirt & water bottle

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Time: \_\_\_\_\_
Instrument: \_\_\_\_\_

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