

Your Organization's Letterhead Here

For use as the Parent or Faculty Letter

(This letter may be downloaded for easy customization at www.believeproductions.com/downloads.htm)

DATE

*CONTACT NAME
STREET ADDRESS
CITY, STATE ZIP*

Dear *CONTACT NAME*,

YOUR SCHOOL is one of the thousands of music programs involved in a grass roots national music education project entitled **Believe In Music™**. The project is helping us raise needed funding for our program, including (*List item(s) you are fundraising for such as equipment, trips, needs, etc*).

Believe Productions™, Sony Music®, Columbia Records® and Epic Records® have joined forces to produce *LIST PRODUCTS YOU ARE SELLING*. Priced at only \$15, this limited edition CD features Grammy Winning artists like *List CD Artists You Want to Promote* performing their top hits. This CD is produced exclusively for music education programs and is a representation of the music industries efforts to promote and strengthen music education in our schools. Included in each CD are discounts with savings of over \$100 from our corporate partners: **United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy** and more.

We are asking for your help in supporting your child's music program in one or more of the following ways:

- 1) Purchase the CD to use as a unique and inexpensive gift for family, friends and co-workers.
- 2) Provide a list of your business or organization contacts you think might use the CD as a gift for clients/employees or as a promotional item. These referrals will help *YOUR SCHOOL* to maximize our fundraising efforts.
- 3) Consider joining the Believe Team and assisting in on-site promotions and other activities in our community. Contact *YOUR NAME* for more information on how you can become directly involved.

YOUR SCHOOL is very excited about participating in *Believe In Music*. We look forward to your help in making this project a success. Please contact me with any questions you may have at *YOUR TELEPHONE NUMBER*. For more information regarding the national *Believe In Music* project including song clips, please visit www.believeproductions.com.

Sincerely,

YOUR NAME
Believe In Music™ Contact

Your Organization's Letterhead Here

For use as the

On-Site Promotion Request Letter

(This letter may be downloaded for easy customization at www.believeproductions.com/downloads.htm)

DATE

CONTACT NAME

BUSINESS/ORGANIZATION

STREET ADDRESS

CITY, STATE ZIP

Dear *CONTACT NAME*,

YOUR SCHOOL is one of the thousands of music programs involved in a grass roots national music education project entitled **Believe In Music™**. The project is helping us raise needed funding for our program, including (*List item(s) you are fundraising for such as equipment, trips, needs, etc*).

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We would like to partner with *BUSINESS/ORGANIZATION* to promote local and national awareness for the importance of music education while raising needed funds for our music program. We are asking for your help in this effort by allowing our program to conduct promotions at your location. I will contact you to discuss possible promotion dates and times.

We look forward to working with you to make this exciting local and national project a great success. Please contact me with any questions you may have at *YOUR TELEPHONE NUMBER*. For more information regarding the **Believe In Music™** project, please visit www.believeproductions.com.

Sincerely,

YOUR NAME

Believe In Music™ Contact

Your Organization's Letterhead Here

For use as the

Business/Organization Letter

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DATE

CONTACT NAME

BUSINESS/ORGANIZATION

STREET ADDRESS

CITY, STATE ZIP

Dear *CONTACT NAME*,

YOUR SCHOOL is one of 2,000 plus music programs involved in a national music education project entitled **Believe In Music™**. The project is helping us raise needed funding for our program, including (*List item(s) you are fundraising for such as equipment, trips, needs, etc*).

Believe Productions™, Sony Music®, Columbia Records® and Epic Records® have joined forces to produce *LIST PRODUCTS YOU ARE SELLING*. Priced at only \$15, this limited edition CD features Grammy Winning artists like *List CD Artists You Want to Promote* performing their top hits. This CD is produced exclusively for music education programs and is a representation of the music industries efforts to promote and strengthen music education in our schools. Included in each CD are discounts with savings of over \$100 from our corporate partners: **United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy** and more.

We would like to partner with *BUSINESS/ORGANIZATION* to promote local and national awareness for the importance of music education while raising needed funds for our music program. We are asking for your participation by using "Magical Holidays Vol. III" CD as a unique and valuable gift or promotional item. The CD is a special gift that your clients and/or employees will cherish year after year and will serve as a form of continual advertisement for your company. This promotional CD will also help your business gain recognition in the community as a supporter of music education and the arts, and your help may be tax-deductible.

Major Artists + Helping *Your School* + Over \$100 of National Coupons + Advertisement + Tax Deduction =
Perfect Client\Employee Gift

We look forward to working with you to make this exciting local and national project a great success. Please contact me with any questions you may have at *YOUR TELEPHONE NUMBER*. For more information regarding the **Believe In Music™** promotion, please visit www.believeproductions.com.

Sincerely,

YOUR NAME

Believe In Music™ Contact

Your Organization's Letterhead Here

For use as the Retailer Letter

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DATE

*CONTACT NAME
BUSINESS/ORGANIZATION
STREET ADDRESS
CITY, STATE ZIP*

Dear *CONTACT NAME*,

YOUR SCHOOL is one of thousands of music programs involved in a grass roots national music education project entitled **Believe In Music™**. The project is helping us raise needed funding for our program, including (*List item(s) you are fundraising for such as equipment, trips, needs, etc*).

Believe Productions™, Sony Music®, Columbia Records® and Epic Records® have joined forces to produce *LIST PRODUCTS YOU ARE SELLING*. Priced at only \$15, this limited edition CD features Grammy Winning artists like *List CD Artists You Want to Promote* performing their top hits. This CD is produced exclusively for music education programs and is a representation of the music industries efforts to promote and strengthen music education in our schools. Included in each CD are discounts with savings of over \$100 from our corporate partners: **United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy** and more.

We would like to partner with your business to promote local awareness for the importance of music education while raising needed funds for our organization. We are asking for your help in two ways:

- Purchasing "Magical Holidays Vol. III" CD for resale in your establishment;
- Purchasing "Magical Holidays Vol. III" CD as a gift for clients and/or employees.

To show our thanks, we will advertise your participation in the project in our school/organization newsletter, which will increase traffic in your store and local awareness of your community support.

We look forward to working with you to make this exciting local and national music project a great success. Please contact me with any questions you may have at *YOUR TELEPHONE NUMBER*. For more information regarding the **Believe In Music™** project, please visit www.believeproductions.com.

Sincerely,

YOUR NAME
Believe In Music™ Contact

Ready to go Press Release

(This form may be downloaded for easy customization at
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To submit your press release, fill in the necessary information below and type the release on your organization's letterhead. Be sure to include any information regarding on-site promotions, concerts, or other events where you would like media coverage. Send the release by mail, fax, email, news group posting, etc. Be sure to get the same information in your school/music newsletter and letter to the students' parents.

ORGANIZATION LETTERHEAD

FOR IMMEDIATE RELEASE

From: *YOUR NAME*
YOUR SCHOOL
ADDRESS

Believe Productions is proud to announce that *YOUR SCHOOL* is participating in a nationwide music education project with Sony Music entitled **Believe In Music™**.

With your help, this project will help us raise needed funding for our program, including (*List item(s) you are fundraising for such as equipment, trips, needs, etc.*).

YOUR SCHOOL is currently raising funds through the sale of *LIST CDs*. Priced at only \$15, this CD includes top hits performed by Grammy winning artists from Sony®, Columbia® and Epic® Records such as *List CD Artists You Want to Promote* and many more. Included in each CD are discounts with savings of over \$100 from our corporate partners: **United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy** and more.

To order "Magical Holidays Vol. III" CD, contact *YOUR NAME* of *YOUR SCHOOL* at *TELEPHONE NUMBER*. CDs will also be available at *LOCATION* on *DATE* at *TIME*. Learn more about **Believe In Music™** project at

www.believeproductions.com.

Ready to go PSA's

To submit your public service announcement, fill in the necessary information below and type the announcement on your organization's letterhead. Send the announcement by mail, fax, email, news group posting, etc.

EXAMPLE 1 (:30)

Want to help *YOUR SCHOOL*? Get the HOT NEW RELEASE "Magical Holidays Vol. III" CD featuring artists such as *List CD Artists You Want to Promote*, and more performing their top hits to benefit music education. The CD also includes discounts with savings of over \$100 from our corporate partners: ***United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy*** and more. For only \$15, you can support *YOUR SCHOOL* and get a great CD. To order your CD, contact *YOUR NAME* at *TELEPHONE NUMBER* or visit www.believeproductions.com.

EXAMPLE 2 (:15)

List CD Artists You Want to Promote and corporate supporters like ***United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy*** & others have come together to help *YOUR SCHOOL*. YOU CAN HELP TOO! "Magical Holidays Vol. III" CD features these artists and valuable coupons worth over \$100. Purchase your CD and help *YOUR SCHOOL* by calling *TELEPHONE NUMBER* for more information.

EXAMPLE 3 (:30)

Want to help *YOUR SCHOOL*? Get the HOT NEW RELEASE "Magical Holidays Vol. III" CD featuring artists such as *List CD Artists You Want to Promote*, and more performing their top hits. The CD also includes discounts with savings of over \$100 from our corporate partners: ***United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy*** and more. For a small donation, you can support *YOUR SCHOOL* and get a great CD. To order your CD, contact *YOUR NAME* at *TELEPHONE NUMBER* or visit www.believeproductions.com.

EXAMPLE 4 (:15)

Help *YOUR SCHOOL* by joining with top artists like *List CD Artists You Want to Promote* and corporate supporters like ***United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy*** & others. You can help by purchasing the "Magical Holidays Vol. III" CD. Help *YOUR SCHOOL* by ordering your CD today. Call *TELEPHONE NUMBER* to order or for more information go to www.believeproductions.com.

Your Organization's Letterhead Here

For use as the

Believe Team Letter

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DATE

CONTACT NAME
STREET ADDRESS
CITY, STATE ZIP

Dear CONTACT NAME,

YOUR SCHOOL is one of 2,000 plus music programs involved in a grass roots national music education project entitled **Believe In Music™**. The project is helping us raise needed funding for our program, including (*List item(s) you are fundraising for such as equipment, trips, needs, etc*).

Believe Productions™, Sony Music Entertainment®, Epic Records® and Columbia Records® have joined forces to produce LIST PRODUCTS YOU ARE SELLING. Priced at only \$15, this limited edition CD features *List CD Artists You Want to Promote* performing their top hits. This CD is produced exclusively for music education programs and acts as a vital link between the music industry and music education in our schools. Included in each CD jacket are coupons worth over \$100 in savings such as: **United Artists Theaters, 1-800-Flowers, Baskin Robbins, Finish Line, Sanrio, Case Logic, Best Buy** and more.

Because of your love and appreciation for music and the arts, YOUR SCHOOL would like to invite you to a Believe Team organizational meeting. We ask that you join us to find out more about the project and possibly become a Believe Team member. The meeting will be held DATE, TIME AND LOCATION. We will be discussing how we can work together to implement this project locally. Please join us and take advantage of this opportunity to participate in a project that will have a profound impact on music education and our children.

If you have any questions about the meeting or the project, please call me at YOUR TELEPHONE NUMBER. For more information regarding the national **Believe In Music** project, please visit www.believeproductions.com. We look forward to seeing you!

Sincerely,

YOUR NAME
Believe In Music™ Contact

