



Poway High School Music Boosters
Attention: Advertising
PO Box 1376
Poway, CA 92074-1376

To Our Potential Advertisers,

The Poway High School Instrumental Music program provides music education and enrichment to hundreds of young people. The Poway High School Music Boosters (PHSMB) is a volunteer non-profit organization (Federal Tax ID # 23-7066352) dedicated to making sure that the PHS Instrumental Music Program continues to provide a music education of the highest caliber to all students. The program relies on the generosity of community partners for donations and support in order to provide performance opportunities for area high school performers.

Our primary fundraiser each year is the annual Poway Invitational Field Tournament (PIFT). PIFT is one of the premier competitive marching band field tournaments in San Diego County. Typically, the PHS Music Boosters and the PHS Emerald Brigade host twenty marching bands from Southern California at PIFT.

This year, PIFT will be held on Saturday, October 21, on the Poway High School campus. During this all-day event, advertisers can expect to reach an audience of over 4,500 individuals, including students, families, and community members.

As an advertiser, your business will be featured in the PIFT event program that is made available to spectators and visiting bands. We will also display your logo on our website, www.phsmb.com, and highlight your business as a valued sponsor and supporter.

We are also offering the opportunity for businesses to sponsor a tournament trophy. As a sponsor, your business will be announced to PIFT spectators when the trophy is presented. You may also elect to send a representative to personally present the trophy to the winner.

Please refer to the attached price sheet and order form for the advertising options. Camera-ready artwork is accepted when preparing your advertisement. If it suits your business, you are welcome to create a coupon as part of your ad space.

Please email your inquiries to fourtroms@gmail.com. The deadline to have your advertisement printed in the PIFT program is Friday, September 22, 2023.

We hope that you will consider supporting us and advertising your business at PIFT. Our families are dedicated to the academic and artistic success of their students and, as such, are grateful to our community partners. The PHS Music program, parents, and students would like to have the opportunity to thank you for your generosity and support.

Sincerely,
Traci Dean-Kosiba & Kim Darling
PHSMB, PIFT Co-Chairs