



Pride of Herndon Web Sponsorship Program

The Herndon High School Band Parents Association (HHSBPA) has a very active and dynamic web site. Information is constantly updated on the site and members and alumni of the Herndon Band community visit the site daily.

As a non-profit organization, the HHSBPA cannot actively engage in any advertising campaigns with other businesses. All activities that the HHSBPA pursues and engages in is to raise funds that help make the band experience possible for any student at Herndon High School. The HHSBPA continues to accept donations that are used towards the various expenses that the Pride of Herndon endures throughout the school year. The individual students must pay expenses that cannot be covered through donations and fund raising.

In exchange for donations (sponsorship), the HHSBPA will share space on its web site. The web site consists of a very active main page and more than a dozen sub pages that are frequently visited throughout the year. The various donation options are listed below and described in detail on the following pages. The HHSBPA cannot make any guarantees that the use of the HHSBPA web space will have any positive impact to those who make donations to the HHSBPA.

Web Sponsorship Options

Pride of Herndon Web Sponsorship Donations				
	Shared Spaces (per active graphic)		Individual Spaces (per active graphic)	
Location	Main Page Only	All Pages	Main Page Only	All Pages
Top of Page	\$10 / \$50 / \$100	\$20 / \$100 / \$200	\$40 / \$200 / \$400	\$80 / \$400 / \$800
Arbitrary	\$5 / \$25 / \$50	\$10 / \$50 / \$100	\$20 / \$100 / \$200	\$40 / \$200 / \$400

Donations are for one month (30 days) / six months (180 days) / one year (365 days)

Space Options:

- Shared Space
 - A single space is shared between multiple sponsors
 - No more than four sponsors per shared space
 - The content of the space is rotated in/out on a regular basis (10-15 seconds per view)
 - Each sponsor has a single graphic that can be displayed in the space
 - One sponsor may donate towards multiple slots in the same shared space for multiple graphics (greater visibility with various graphics)
 - One sponsor may donate towards multiple shared spaces with either a single graphic or multiple graphics (greater visibility with more spaces)
 - Each graphic can be linked to any other web site or document
 - When a graphic is displayed, it can be linked (clicked) to open a document or go to another web site
 - The alternate web site/document opens in a new window or tab
- Individual Space
 - A single space is used by only one sponsor
 - The individual space is not shared with other sponsors
 - The individual space is always displayed with whatever graphic(s) that are installed
 - One sponsor may donate towards multiple slots in the same individual space to rotate multiple graphics (greater visibility with more graphics)
 - One sponsor may donate towards multiple individual spaces (greater visibility with more spaces)
 - The individual space can always be clicked to open a document or go to another web site
 - The alternate web site/document opens in a new window or tab
 - The individual space may have multiple graphics from the same sponsor that rotate through
 - Each graphic maps to the same location (document or web site) when clicked
 - Each graphic is an additional donation

Page Options:

- Main HHSBPA Page Only
 - The space is located only on the home page of the HHSBPA site
- All HHSBPA Pages
 - The space appears on every page on the HHSBPA site (10x the # of pages)
 - Only costs twice as much as the main page alone

Location Options:

- Arbitrary Placement
 - The space (shared or individual) **may** be visible without scrolling down on the page, but scrolling may be needed to see the space
 - The exact location of your space depends on the amount of Band content on the page at any given time
- Top of Page
 - The space (shared or individual) is visible without scrolling down on the page
 - The exact location of the space is within the upper portion of the window when the page is first opened
 - The space may not be at the extreme top of the window
 - It is possible to scroll down and away from the space
 - The space does not float and does not follow the window

Sponsor Obligations:

- Provide graphic
 - The maximum size of a graphic on the web site is 150x150 pixels
 - Larger graphics will be reduced to fit in the prescribed space
 - “busy” graphics may not be readable when reduced
 - clean pictures and large print is suggested
 - good color contrast to make any text visible is suggested
- Provide web forwarding URL or alternate document
 - Each graphic can link to another web site or document when clicked
 - The address of this alternate site must be provided **or**
 - The referenced document must be provided
 - The document will be turned into a PDF if it is not already

Thank you for considering the Web Sponsorship Program for the Pride of Herndon Band. Your donation will help ensure that the band program remains available to every student at Herndon High School and that the community continues to benefit from everything that the Pride of Herndon offers.