

16 Years, 80,000 Entries, \$320,000 Awards

SBO's Scholarship Essay Contest

Do you have ESP? Encourage, Support, Participate!

Join with pride – a marketing platform to promote your brand or services to more than 22,000 school music programs. Help make a direct impact on the lives of music students while showing your support for the nation's music teachers.

SBO's Scholarship Essay Contest has a nationwide reach.

- Entries come from all 50 states, the District of Columbia and Canada
- Entries include both public and private schools
- 13% of the entries were age group 10 - 12
- 20% of the entries were age group 13 - 15
- 67% of the entries were age group 16-19*

*Largest single age group was 17.

How does your participation benefit your company?

You join a select group of companies in an intense five-month program during which your logo will be prominently displayed and promoted to the nation's music educators and dealers. Your company's logo will be seen on:

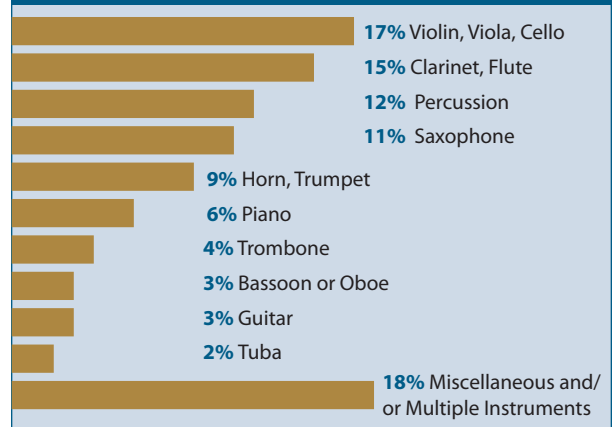
- 5 - Full page ads in *SBO Magazine*
- 1 - Pull-out poster displayed in band rooms across America (August issue of *SBO*)
- 1 - On the cover of the *SBO* July Essay Contest Wrap-up issue
- 1 - On the essay contest sign-up page
- 3 - Email blasts reminding our readers to encourage their students to participate.

Plus, your company will be publicly acknowledged in the *SBO* special July report saluting the winners and their school music programs.

The SBO Essay Contest puts your philanthropy front and center to B&O retailers as well.

The scholarship essay winners are presented their funds by local NAMM dealers, often at school-wide assemblies or concerts where your co-sponsorship is acknowledged as a supporter of music education.

Here is a breakdown of the instruments participants play from this year's entries.



Participation Levels

Platinum Sponsor **SOLD**
Gold Sponsor **\$4,995**
Silver Sponsor **\$2,495**
Product Sponsor **\$500 + \$1,000**
in merchandise to be distributed to the schools of the winning students.

Sponsors must make their commitment no later than June 15th, 2016.

16th ANNUAL SBO SCHOLARSHIP ESSAY CONTEST

ATTENTION: BAND/ORCHESTRA DIRECTORS

Your students are eligible for:

\$10,000 + \$10,000

In Music Scholarships In Music Products

Please post the attached poster within your school and encourage your students to participate in SBO's 16th annual music students essay scholarship program. Winning school programs will receive merchandise prizes contributed by Alfred Music Publishing, Sabian Ltd., Woodwind & Brasswind and Yamaha Corporation of America. Additional posters are available. Contact info@sbomagazine.com to get yours.

Check our website sbomagazine.com for further details and a list of past winners.

PLATINUM SPONSOR www.sbomagazine.com
Your link to a world of educational resources

SILVER SPONSOR [YAMAHA](http://www.yamaha.com) [EPN TRAVEL](http://www.epntravel.com)

PLATINUM SPONSOR [SupportMusic.com](http://www.supportmusic.com)
Access to music

PLATINUM SPONSOR [Alfred](http://www.alfred.com) [Belwin](http://www.belwin.com) [SABIAN](http://www.sabian.com) [WOODWIND & BRASSWIND](http://www.woodwindbrasswind.com)

A small number of the above products feature Black and Silver ink as well as being made in the USA. This offer reflects the price for providing music education within the school and the cost of each product.

14 School Band & Orchestra • August 2015

Full Page Ad

SBO SCHOOL BAND AND ORCHESTRA JULY 2015

15th ANNUAL SBO SCHOLARSHIP WINNERS ESSAYS

Sponsored by: SBO, SABIAN, ALFRED, BELWIN, YAMAHA, EPN TRAVEL, SUPPORT MUSIC, NAMM

Band Director's Survival Guide

TIPS AND IDEAS FROM YOUR PEERS ON:

- Working with Beginning Percussionists
- Surviving the Warm Up with Tech
- Dealing with Inequality in Programs
- Coping with Career Changes and Placement
- Prepping Your Band for Anything-Style Rehearsals

July Cover of SBO

16th ANNUAL SBO SCHOLARSHIP ESSAY CONTEST

Music Students Scholarship Essay Contest

You could win your share of **\$20,000** including matching music products for your school music program!

Answer this essay question: **Learning Music Is More Than A Class At School, It Also...**

CONGRATULATIONS TO THE 2015 ESSAY CONTEST WINNERS

ENTRY PRIZES: Answer to 250 words or less. Prizes to be given to the top 250 students in the contest.

HOW TO ENTER: Visit www.sbomagazine.com for details on how to enter. Prizes will be awarded to students in the top 250 schools nationwide. Prizes will be awarded to students in the top 250 schools nationwide.

ESAY JUDGING COMMITTEE: www.sbomagazine.com

SCHOLARSHIP ELIGIBILITY: Open to all students in the United States, Canada, and Mexico who are currently enrolled in a school or college. Prizes will be awarded to students in the top 250 schools nationwide.

Pull Out Poster



"NAMM has supported the SBO Scholarship Essay Contest since its inception and I have personally enjoyed reading each essay and helping select the finalists. The heartfelt words of the junior high and high school students as they describe what their music programs, and especially what their music teachers have meant to them is incredibly inspiring. We applaud the SBO team for continuing this important program and join with them to redouble our efforts to achieve NAMM's vision of a world in which every child has access to music education."

– Joe Lamond, NAMM president

We truly appreciate your consideration in participating in this very worthwhile program benefiting the next generation of musicians and music educators. Please feel free to touch base with any question you may have or contact your accountant representative about the SBO Essay Contest for Music Scholarships.

Sincerely,

Terry Lowe, Publisher
School Band & Orchestra

Sid Davis
Essay Contest Administrator

Mike Lawson, Editor
School Band & Orchestra