

Highlander Band



Coming Saturday, August 12th

The Highlander Band “takes it to the streets” during the 4th annual March-A-Thon on Saturday, August 12th. This community-wide event is the band’s back-to-school kickoff and unique fundraising event that brings neighbors, teachers, parents, students, children, school district leaders, and city leaders together to celebrate the start of the new school year.

- WHO:** All Highlander Band members participate in March-A-Thon, including our wonderful incoming freshmen!
- WHAT:** A back-to-school kickoff celebration and fundraiser that gives the band visibility in the Park Cities as we delight our neighbors with great music, marching, and entertainment.
- WHEN:** Saturday, August 12th from 9 am to 11 am.
- WHERE:** With University Park Police escorts, we march and play through the streets with neighbors cheering us along the way. The 3K route takes us to Snider Plaza. All are invited to walk with the band or meet us at Snider Plaza for a fun concert by the fountain circle.
- WHY:** Fun and fundraising! Each family obtains sponsorship pledges and/or sells March-A-Thon cards for a minimum of \$100 per band member. We will raise a good portion of our annual budget in one morning.
- HOW:** How do we raise money? March-A-Thon Cards! The Highlander Band has again partnered with Snider Plaza businesses to create MAT discount cards that entitle the cardholder to 20% off purchases at participating retailers for the **entire weekend** of the March-A-Thon—August 11th, 12th, and 13th. Cards are \$20 each and are sold by students during the summer and by parents on the day of the March-A-Thon. Nearly 30 of the merchants in Snider Plaza have agreed to participate this year!
- NOW:** Each student must purchase 5 March-A-Thon cards during Band Registration to re-sell for \$20 each. **Please treat these cards as cash!** Sell the cards to family and friends and keep the first \$100 collected from the sales. This fulfills your quota for March-A-Thon fundraising. Want to sell more than 5 MAT cards? We hope you will! You may purchase additional cards to sell. If you are unable to sell all of the additional cards, you may return them for a refund.

The merchants are very excited and eager to participate. We hope we can make this so successful that more merchants will want to participate each year! If you have any questions do not hesitate to call, email or text.

Susan Watkins

March-A-Thon Co-Chair

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