

To be sent in advance to all dealers who will participate in the school rental night

Sample letter to a retailer who will provide services at your rental night illustrating both open house and presentation formats.

Hello, Date _____

Thank you for agreeing to provide services for the _____ String Instrument Rental Night. I would like to give you written specifics about how the rental of string instruments works in the _____ Schools.

On Thursday, Sept 13 beginning at 6:30 pm at the High School cafeteria, the School Music Department holds Rental Night. This is for all beginning string and band students and their families to come rent instruments and purchase accessories. Another aspect of the evening is the used instrument sale sponsored by the Music Parents organization. This is aimed at individuals from the community.

You are one of four companies presenting excellent products and services. It is not possible for me to can give you exact numbers ahead of time. An approximate number based on previous years that we expect is:125 string students with approximately 6 basses, 12 cellos, 12 violas with the balance on violin. However, some students will already own an instrument. Some will go shopping locally and purchase a student kit. Many will attend the rental night. Even given those approximate numbers, I can give little further guidance on what you should bring as you will be one of four companies represented. I will be available all evening as a resource both for you and for the parents.

Plan 1

Please plan to arrive early to set up. The room will be open for set up beginning at 5pm. We will begin with a meeting with all the students and their parents in the auditorium. Each of you will be able to speak to the parents for 5 minutes. This time limit is to be strictly enforced so please plan your presentation to suit. Please tell the parents the details of how your rental program is structured, the services you offer and what the costs are. Mention prices ranges of the instruments you have available for purchase. If you would like to hand out written literature, please have it by the auditorium door by 6:15pm. After all four presentations, you may go to the gymnasium to ready your table as I finish speaking to the parents about the orchestra program. The parents and students will then proceed to the gym where they will approach your tables.

Plan 2

Please plan to arrive early to set up. The room will be open for set up beginning at 5pm. The rental night is an open house format. Parents and students will be able to stop by anytime between 6:30 and 8:30 pm. They will enter the gym and shop.

I will have one table for each of you and I will place it in the gym. I request that your rental staff remain by your assigned table. Please so not stand by the door but remain by your table. Do not move the table. It is imperative that the atmosphere be low pressure and educational. Please feel free to explain the benefits of renting or purchasing with your company, however, high-pressure tactics, negative comments about the other companies, physically "steering" parents to your space and any other inappropriate sales tactics will not be acceptable.

Please bring shoulder rests, endpin rests, rosin, music stands and books to sell.

I believe all of you provide rosin with rental kits.

I am requesting all violin and viola players to purchase shoulder rests. I am requesting all cello players to purchase endpin rests. I am recommending all students purchase a music stand for home use if they do not already have one. All students will need to purchase a _____ book.

Again, thank you so very much for your contribution to the success of our students. I look forward to seeing you on the 13th. Please feel free to contact me if you have questions!

Sincerely,