

# Organizing a Concert: Business Letter Assignment

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You have to organize a concert as a fundraising component of the BTT10 course. For this concert you will need to ask permission from school administration, get a band to play and ask various businesses in the community for donations to give as door prizes.

You must complete these tasks by writing letters to the appropriate people. For your assignment you must write three business letters:



A letter to the *principal of your school* asking for permission to use the school gym for your concert. In your letter you need to tell the principal the following things:

- What charity this concert will benefit
- How much tickets will cost
- How many tickets will be sold
- How security will be handled
- Date(s) and time of the event



A letter to a *business asking for product donations and sponsorships*. In your letter you need to tell the business the following things:

- Date(s) and time of the event
- How sponsoring this concert will help them
- What sort of door prizes you'd like
- Why their company would do well advertising to teenagers
- What band will be playing the concert



A letter to the band of your choice in which you will ask them to come and do your show. In your letter you need to tell the band the following things:

- Why you think they are a good band (flattery can help convince them to come to your school)
- Why they should perform at your school
- What charity this concert is going to benefit
- Accommodations for their time in your town (Where they will be staying)

## Rubric

<b>Assignment - Three Business Letters</b>				
<b>Category / Criteria</b>	<b>Level 1 (50 - 59%)</b>	<b>Level 2 (60 - 69%)</b>	<b>Level 3 (70 - 79%)</b>	<b>Level 4 (80 - 100%)</b>
<b>Communication of information and ideas</b>	communicates information and ideas with limited clarity	communicates information and ideas with some clarity	communicates information and ideas with considerable clarity	communicates information and ideas with a high degree of clarity, and with confidence
<b>Communication use of language, symbols, and visuals</b>	uses language, symbols, and visuals with limited accuracy and effectiveness	uses language, symbols, and visuals with some accuracy and effectiveness	uses language, symbols, and visuals with considerable accuracy and effectiveness	uses language, symbols, and visuals with a high degree of accuracy and effectiveness
<b>Communication for targeted audience and purpose</b>	communicates with a limited sense of audience and purpose	communicates with some sense of audience and purpose	communicates with a clear sense of audience and purpose	communicates with a strong sense of audience and purpose
<b>Communication proper use of letter formatting</b>	demonstrates limited command of letter formatting	demonstrates moderate command of letter formatting	demonstrates considerable command of letter formatting	demonstrates extensive command of letter formatting

**Note: A student whose achievement is below Level 1 (50%) has not met the expectations for this assignment or activity.**