

Dear Donor,

We hope this letter finds you well. We are writing to you to ask for your support of an exciting Baylor program that we believe will become the main source of music and entertainment for the Baylor community, Uproar Records.

Uproar Records is Baylor University's on-campus student run-record label whose mission is to provide artists with professional producing, marketing, booking, and recording. Started by a group of exceptionally motivated Music and Entertainment Marketing students, the label has already produced its first compilation album of 12 artists. This year, the label scaled down its selection to only 5 artists to allow more time to work with each and is currently in the process of producing its second album that will include 2 original songs by each.

Uproar is so much more than a college record label, it's a collaborative experiment. Not only is it the only student label housed in a business school, but it synergizes the many classes of talent found on campus. From incorporating the theatre and film departments to produce professional music videos to recruiting graphic design and communication department students for high quality promotions, Uproar brings everyone to the table as part of a big, gifted family. Our student volunteers give up their time and skills to see the arts flourish within the Baylor community.

We are currently seeking sponsors and donors for our 2010-2011 season and compilation album. As students, the startup costs to a record are enormous, and we do not have the means to fund the project ourselves. Sponsors willing support Baylor's arts and entertainment financially are invaluable to our program. Uproar's ability to produce a product in the form of our annual compilation album is the culmination of entire year's effort on behalf of our artists and Music and Entertainment Marketing students. As students, we gain invaluable experience toward our future careers as we run each facet of our own label. Our shows and concert are meant to benefit the larger Baylor and Waco communities through music enjoyed by students and locals alike.

Uproar has high aspirations for the coming years, expanding our reach locally and nationally within the music world as well as growing as a program. We are excited as we look forward to the opportunities made possible through partnerships and student ingenuity. Please visit our website ww.uproarrecords.com to learn more about what Uproar is doing now and what is planned for the future. If you are interested in becoming a sponsor or donor, please contact Laura Williams at Laura_Williams2@baylor.edu.

Thank you for your consideration,

Laura M. Williams
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