

It's program ad and banner season! We're starting the Bearden Football Game Day Program and Banner sales much earlier this year to give players and parents more time to contact sponsors and to tie up loose ends for artwork, approval from people higher on the org chart, etc. This is a great way to help pay player fees, since 25% of the money brought in is credited to the player. (Ads prices range from \$200-\$1000 and banner renewals are \$300.)

Prior Advertisers

Current players who sold ads and banners to business in prior years last year will receive information about prior years' sponsors. Those players can contact those business to see if they will support Bearden Football again this year.

New Advertisers

Feel free to recruit new sponsors for program ads and banners. Your orthodontist, church or your neighbor's business could support Bearden Football and gain valuable exposure at home football games through program ads and banners.

Please check the attached lists (Current Players and Available) before reaching out to new advertisers to make sure they are not already in contact with another team member.

Prices and ad sizes can be found on the Bearden High School Football Advertisement and Sponsorship Options 2019 form (attached to this e-mail, also available on the Bearden Football website.)

The player will be credited with an ad or banner sale when the form and payment are received by the Bearden Football Booster Treasurer. It is the player's responsibility to follow up with the sponsor if payment has not been received.

Knox County Schools has guidelines on acceptable sponsors. The Bearden High School principal may decline sponsorship from a business if it does not meet those guidelines.

GameDeadlines

- All Game Day Program Ads and **new** Banner forms are due by Friday, May 24, 2019. (This includes artwork and payment.)
- Banner renewal payments are due by June 14, 2019.

Some things that may help sell ads and banners:

- Parents of football players, band members, cheerleaders and dance team members will keep copies of the Game Day Program, and will likely share them with grandparents, aunts, uncles, etc. Ads will be seen repeatedly by that audience.
- Supporters of football players, band members, cheerleaders and dance team members are likely to patronize those businesses that provide the support for the organization showcases their players/members.
- Banners remain up on the fences around the stadium throughout football season and are visible on the Bearden campus, even to those attending other events.