

Dear Garland Owls Supporter:

16 July 2009

Today officially launches the sales season for the **2009-2010 Garland Owl All-Sports Magazine**. Yes, that's right . . . we are moving from a "football-only" format to an All-Sports magazine that will benefit all of Garland Owl athletics and provide a foundation for a magazine to be used for all sports at Garland High School. The Owl Football Booster Club is very excited about taking the lead in this effort, and promises that this inaugural issue will continue the trend to be even better than last year's football magazine. If you'll recall, that one was among the best ever produced by our organization, as well as being among the best produced by any GISD school in recent memory. We have a great sports program and we plan to have an equally great All-Sports Magazine.

Thank you for all the feedback we have received regarding the magazine itself as well as the process used to create it in recent years - these comments and suggestions are always taken very seriously by our organization. In addition, we continue to assess our product against those produced by other Metroplex schools in order to position the GHS All-Sports Magazine as one of the premier offerings in the area. Finally, we have done an exhaustive analysis of what we have done right and where we have fallen short in the recent past. All of these inputs have resulted in the enhanced process that we will use to create this year's magazine.

To begin with, the 2009 sales season extends through August 21st. After looking at various sales interval lengths, examining our experience from last year, and sharing ideas with other schools with very successful sales programs, we decided to establish this duration for two main reasons: 1) we realized that having a longer sales interval will not necessarily translate into a greater number of sales, as most sales efforts are concentrated into the final two weeks, when the "panic mode" sets in, and 2) extending the sales interval too far into the summer places this "panic mode" too late in the season, at a time in which most businesses have already committed or expended their sponsorship budget. Limiting the sales season in this fashion also allows more time in the production of the magazine over the summer months and will help eliminate the errors (and additional cost) we experienced several years ago. **THEREFORE, UNDERSTAND THAT ALL SPONSORSHIPS MUST BE SOLD AND SUBMITTED PRIOR TO August 21, 2009 - PLAN YOUR EFFORTS ACCORDINGLY!** You will be paying a premium price if you delay past that date.

We are also aggressively soliciting support from ALL of the on-campus organizations, athletic and non-athletic alike, many of which have not appeared in the publication in recent years. Given the amount of school spirit on the campus of GHS and the financial benefits (sales commissions) that accrue to the clubs/organizations from appearing in the Magazine, we hope that this year's magazine will be an "all-GHS" edition and are working hard to ensure its success. The fundraising benefits that result from having a page in the Magazine sponsored by a local business makes this a "no-brainer" for each organization. Last year, we had the Band featured in a full-page sponsorship (the first in a long while), and the Gold Jackets for the first time ever . . . let's get EVERYONE on board in 2009! Speak to your Booster Club about identifying a local business or two to underwrite the costs for your group . . . the business will gain customers and your organization will gain exposure.

We received a lot of feedback (mostly positive) regarding the price schedule we used since 2006, and continue to benchmark our prices against those charged by all other high schools in GISD as well as several other schools in neighboring districts with whom we reasonably compete for sponsors. As a result of this analysis, we have decided to maintain last year's prices across the board. This should ease your sales efforts substantially and (we hope) translate into a greater number of sponsorships sold. All prices are listed on the attached contract form.

We will continue to print unique editions for each of the home games at which the magazines will be sold. Printing a limited number of each edition (approximately 150) and elimination of the insert option resulted in sellouts at most of the games last year, which further increased the demand for the magazine among the spectators, and allowed us to do some creative things with the magazine's content. We also printed custom editions for each of the playoff games. Of course, special occasions (such as Homecoming) will be supported with an increased number of issues printed to handle the expected demand. This action is only fair to our sponsors . . . they pay good money to put their sponsorships in front of the eyes of our supporters - if we were to just sell "inserts" each week, that limits the number of eyes that see their material. Our 80-page, full-color cover-to-cover magazine was a big hit the last two years and we will continue to sell as many full-color pages as we can.

Since we reduced the price of sponsorship ads several years ago, this reduced the amount of total income that we received up-front that serves to offset the preparation and printing costs. To offset this loss, we solicited sponsorships for each and every page of the magazine, and were remarkably successful in doing so. We will continue this into 2009, and this is reflected on the price sheet. The football player's and coach's "Mug Shot" pages are examples of pages that have not traditionally been sponsored in the past; by soliciting sponsorships for these (and other) pages, we expect to make up the shortfall in overall Magazine revenue. We also want to do this for the Baseball, Basketball, Lady Owls Softball, Lady Owls Basketball, and Lady Owls Volleyball teams, at a minimum.

With regard to your sales efforts, I'd like to remind everyone NOT to take the easy route and simply attempt to sell sponsorships to people who placed sponsorships last year. That's akin to harvesting the low-hanging fruit, and your Booster Clubs have already contacted the majority of last year's supporters to determine their interest in sponsorships for 2009. Instead, I urge you to build upon personal relationships that you have established with businesspeople and others in the area to create interest in sponsorships among those who have NOT done so recently. In addition, you can look through the online database in previous years to identify businesses whose support has lapsed - redouble your efforts at getting these people back "on board" with sponsorship ads.

These are the major changes; additional information will continue to be posted on the All-Sports Magazine web site at: <http://footballmagazine.garlandowls.com> as it becomes available.

Thank you for your support of Garland Owl Athletics and let's make 2009 our best season yet!

Sincerely,
GHS Football Boosters
(on behalf of all GHS athletics)