



All-Sports Magazine Sponsorship Sales Guidelines Revised June 2009

1. Introduction

This document establishes the guidelines and policies under which parents, students, faculty, and other supporters shall operate when selling sponsorship space for inclusion in the 2009 All-Sports Magazine published for the GHS Athletics Organizations, as led by the Football Booster Club. As in previous years, the goal of the GHS All-Sports Program is to represent as many as possible of the special-interest organizations at the school.

2. Definitions

The following definitions shall apply to the specific terms used within these guidelines

GHS Football Organization The athletic organization (led by the Garland High School Head Football Coach) which is responsible for managing the performance, activities, and public image of the Garland High School football teams (Varsity, Junior Varsity, and Freshman).

All-Sports Magazine The physical document produced as a result of the sponsorship efforts described herein. Magazines are generally sold at athletic events and at pre- and post-game activities (under specific circumstances, they will be distributed free of charge to specific individuals or organizations at in accordance with the agreements with the Football Booster Club).

Football Booster Club The support organization responsible for generating revenue to support the activities of the Football Organization over and above those funded by GSD and Garland High School. As part of these responsibilities, the Football Booster Club has the overall responsibility for the mechanics of producing the All-Sports Magazine to include sponsorship sales, layout, printing, and distribution.

Cheer Booster Club
Dashing Debs
Lady Owls Booster Club
Mighty Owl Band

Examples of organizations operating in a supporting role to the Football Booster Club in creating the All-Sports Magazine. The Cheer Booster Club and Dashing Debs organizations have historically generated much of the sponsorship revenue for the Football Magazine.

3. General

It is understood that sponsorship space in the All-Sports Magazine is primarily sold by student members of school organizations (and members of their families) – such as the Cheerleaders/Mascots and the

Football Team. As a result, many of these guidelines address processes and procedures undertaken by the Booster Clubs and other organizations that support these groups. However, this practice does not preclude individuals from selling sponsorship space in the All-Sports Magazine and, to the extent practical, these guidelines apply to them as well.

a. Authority and Approvals

Notwithstanding any other provision cited within these Guidelines, the Garland High School Football Organization and the Football Booster Club shall be the final authority as to the appropriateness of any and all content within the All-Sports Magazine and will retain the right to arbitrate competing interests regarding specific sponsorship issues within the All-Sports Magazine.

b. Representation

At all times, individuals and organizations selling sponsorship space in the All-Sports Magazine shall be aware that in so doing they are representing the Football Organization, Garland High School, and GISD, to an extent greater than themselves personally. Therefore, representations to and dealings with others shall be conducted with integrity, decorum, and a focus on maximizing benefits to the customer and the All-Sports Magazine over the benefit to the salesperson or their own personal interests.

c. Offerings for Sale

Sponsorship space in the All-Sports Magazine offered for sale includes Business & Personal Sponsorships and Spirit Sponsorships; business sponsorships are further subdivided into specialty areas and general-purpose areas. These areas are defined as shown in Table 1. This table lists the specialty sponsorships currently approved by the staff of the Football Organization and the Football Booster Club. Other specialty sponsorships may be included within the All-Sports Magazine in the future only after approval for appropriateness and content by the Football Organization and the Football Booster Club.

d. Website

Informational material, sales contracts, etc. are available online at the following URL (address):

<http://footballmagazine.garlandowls.com>.

The Football Booster Club has also commissioned the creation of an online interactive database through which persons should record sponsorship sales and revenue in a timely fashion. The purpose of this database is threefold:

1. To share information among all participants in the sponsorship sales process to eliminate duplicative selling efforts to a single potential customer (i.e., to eliminate “badgering” the client);
2. To allow visibility into the current state of sponsorship sales on the part of the Booster Clubs’ leadership.
3. To simplify the identification and tracking of individual sponsorships as the All-Sports Magazine is being laid out and printed.

This database is also available online at the address (URL) identified above. Access to this database is limited to those who have previously registered their identification and organization information in the database and have been approved for database access.

e. Football Booster Club contact

Any questions, concerns, or clarifications that may arise should be directed to the Football Booster Club’s Vice President of Programs:

Joke Adeniji

jkadeniji@yahoo.com

Table 1. 2009 All-Sports Magazine Sponsorship Summary

Specialty Sponsorships	Standard Sponsorships
Full Color Pages: 2-Page Team Picture Captains & Coach Varsity Cheerleaders Dashing Debs Covers (inside front, inside back, & back) Full Page ½ Page	Two-Color Pages (black/gold): Full Page ½ Page ¼ Page 1/8 Page (Business Card size)
Group Sponsors with pictures (full-color or 2-color): Varsity Football Mug Shots (multiple pages) JV Football Freshman Football Managers / Trainers Senior Football Moms Ollie the Owl Varsity Seniors Varsity Juniors JV Cheerleaders Freshman Cheerleaders Bell Guards Dashing Debs Gold Jackets Band National Honor Society Academic Decathlon Student Council Leadership Council Senior Class Officers GHS Tradition Fellowship of Christian Athletes GHS Administration GHS Counselors GHS Office Staff GHS Custodial Staff Booster Club Welcome Letter from the President	Spirit Sponsorships: 4-line 2-line

4. Sponsorship Contracts

Sponsorship space within the All-Sports Magazine shall be secured through the execution of the approved **2009 Business and Personal Sponsorship Contract** as published under the cognizance of the Football Booster Club. The sales representative shall ensure that the sponsorship contract clearly indicates the sales representative's name and contact information.

a. Account "Ownership" and Freedoms to Pursue

For all new customer accounts brought to the All-Sports Magazine, the sales representative responsible for securing the sales contract shall be the primary point of contact between the Athletic Organization/ Booster Club and the customer. New customer accounts are defined as an account that did not sponsor in the Garland High School Football Magazine in either of the two years immediately preceding the issue under development). Recognizing that the sales representative was most likely individually responsible for bringing the customer contact and the sponsorship sales revenue to the table, this will ensure that the

customer's needs are met and that the customer is satisfied with the coverage yielded to them by way of the All-Sports Magazine. This interface includes, but is not limited to issues such as artistic layout, content, and participants in photos and graphics.

For existing customer accounts (all sponsorship accounts which appeared in the Football Magazine at least once in the previous two issues/years), the sales representative shall be a significant point of contact but not the primary point of contact between the Football Booster Club and the customer. As a business relationship is developed between the Football Booster Club and the customer over multiple years of sponsoring in the All-Sports Magazine, the role of the sales representative is expected to diminish.

All sponsorship accounts shall be available to the sales representative force on a first-come, first-served basis. That is, there are no "captive customers" and a magazine sponsorship sale closed during any given year does not automatically entitle that sales representative to the sponsorship contract representation during any subsequent year.

b. Contract Duration

Because of the Football Booster Club's intent to retain control over the control of sponsorship prices, the duration of this contract is limited to one year; under no circumstances shall individuals or organizations extend the duration of this contract without express written approval of the Football Booster Club.

c. Contract Documentation

Upon execution of an sponsorship contract with a customer, the representative shall ensure that the customer receives a copy of the completed and signed contract (usually through use of a copier at the customer site). Further, the sales representative shall also record the pertinent contract information in the GHS All-Sports Magazine online database (reference item 3(d) herein) in a timely fashion (within 24 hours after execution of the contract) and forward the contract, payment, and artwork (when available) to the Football Booster Club. *It is strongly recommended that the sales representative retain a copy of the contract for their records.*

d. Submission of Materials

We have already selected a publisher for the 2009 All-Sports Magazine, and will utilize the same talent who helped us prepare the exceptional 2006 through 2008 Football Magazine editions. We are excited to again be pooling our sales/marketing expertise and community contacts with the creative talent of the selected layout company, and plan to expand their responsibilities in the marketing and business outreach areas. One lesson learned from previous years' experience is that we provide the layout company with original photographs for inclusion in the magazine – these photographs will be returned to the person submitting them. The layout company will utilize their high-quality professional scanner to digitize the images, which will result in a finished product of the highest quality. Alternatively, we will accept high-resolution (300 dpi minimum) scans of original photographs. We recommend against the use of digital photography, unless the camera provides high-resolution images (a 5 megapixel camera or better). Most consumer cameras yield images of only 72 dpi (dots per inch) resolution; when these are expanded to the final size (usually 4 X 5 inches or larger), the pixellation in the image becomes apparent. If you have a professional quality digital camera capable of 300 dpi resolution, that will be acceptable; otherwise, just use a 35mm film camera for photographs or contact the Football Booster Club via the contacts listed in paragraph 3(e) above.

5. Procedures

a. Disclaimer

Those individuals who are soliciting sponsorships from customers should ensure that they read and understand the Disclaimer of Liability appearing on the front of the Sponsorship Contract.

b. Payment

All payments collected from customers at the time of placing a sponsorship will accompany the Sponsorship Contract or Order Form (as applicable) when provided to the Football Booster Club.

Specifically, this year continues the practice of individual spirit clubs' NOT 'holding back" payment or depositing monies directly into their accounts for All-Sports Magazine sponsorships. The creation of this magazine is a huge financial undertaking, and the Football Booster Club cannot afford to defer these payments to the Club, as it creates cash flow difficulties and unnecessarily increases the Club's expenses.

6. Special-Interest Organizations

It is the desire of the Football Booster organization to have all of the special-interest organizations (of which there are nearly 100 at most recent count) within Garland High School represented in the 2009 All-Sports Magazine. To this end, the Football Boosters will continue to offer a financial incentive to bona fide school organizations in the amount of 10% of the face value of the sponsorship contract as a "sales commission" to the sponsoring organization. The result of this is twofold:

- The special-interest organization gains exposure to the student/parent body through pictorials and other visibility in the magazine, and
- The special-interest organization acquires funds for its operation through the Football Booster's payout process

Each Special-Interest Organization receiving a sales commission on the positioning of a sponsorship ad will bear the responsibility to deliver to the sponsoring entity a copy of the All-Sports Magazine in which their ad appears. This is simply good business; since you are/were the primary interface between the sponsor and the Football organization, it is only logical for you to return to them a copy of our handiwork. Since the Football Booster Club shares in this interest, single copies of the All-Sports Magazine will be available to the sales individuals at a price "below cost" or at no cost to assist in this effort.

The Football Boosters strongly recommend that special-interest organizations pursue outside underwriting of the costs of sponsorship from commercial firms in the local area instead of paying for their sponsorships directly from their treasuries. In this fashion, local businesses can leverage their exposure through the special-interest organization and scarce fundraising monies are not needlessly spent for exposure in the All-Sports Magazine.

In plain English, all GHS Clubs should have a page in the magazine, and they should seek business sponsors to pay for all (or at least a portion) of their page(s). If you do so, we'll pay your club as a fundraiser 10% of the total cost of your sponsorships. **What a deal!!!**