



Dear Falcon Football Families:

Welcome to 2009 Falcon Football! We are anticipating another exciting year for our teams. One of SHS Football's great traditions is the production of a football program that is sold at each home game. The programs planned for the 2009 season will contain reports of previous games and photographs of many of our players in action. You have the opportunity to place a family ad/message in this program to promote the team and your player. The advertising from our game day program is one of the major sources of revenue supporting Saratoga High School Football.

New this year is the "**Full Page**" **Family Ad** which gives you a ½ page player ad/message and your name on one other page indicated as the *page sponsor*. Additionally, we have a **Page Sponsor** reservation form for those that may want to give to our program (eg: Grandparents, Friends, Alumni, Teachers). This "package" has the donors name on a program page indicated as the *page sponsor*. No ad space is provided. See reservation forms for more details.

Knowing that finances are tight this year, we have reduced the ad cost for the 2009 season. Additionally, we will offer parents a Business Ad at the same price as the Family Ad. (Business Ad price is higher to the public.) Finally, we will offer an Early Bird Discount of \$25 per family for any *Family or Business Ad Reservation* submitted by May 1<sup>st</sup>!! We hope **all** families will be supportive by adding your player to the program, "selling" a Page Sponsor, and placing your Business Ad.

**All Ad donations are tax deductible!**

To participate:

1. Complete the attached *Family and/or Business Ad Reservation Form* and mail with payment. Make checks payable to Saratoga High Football fund. **Deadline for Early Bird Discount is May 1<sup>st</sup>. Deadline\* for ad reservation and payment is June 1<sup>st</sup>.**
2. Next, you will be ready to design your personal ad message. You can prepare your own ad or allow our graphic designer to create one for you. If you choose to use our graphic designer please provide an original photo(s) or a jpeg file. (Action or posed photographs can be used. For a ½ page ad, several photos are recommended.) A copy for your approval will be emailed by August 1<sup>st</sup>. If you decide to build your own print-ready ad, just submit by email. **Deadline for artwork submission is July 1<sup>st</sup>.**
3. Send a potential **Page Sponsor** and/or **Business Sponsor** a reservation form. (Make copies to send to more than one!) Include your personal note to make it successful!

Your help over and above the Spirit Pack fees is greatly appreciated. Your contribution allows us to meet all the needs of our 2009 season. If you have any questions, please feel free to contact me.

**THANKS FOR YOUR SUPPORT!**

Sincerely,

Coach Tim Lugo  
Varsity Head Coach  
[tlugo@lgsuhd.org](mailto:tlugo@lgsuhd.org)

Pam Hoffman  
Program Coordinator  
[pjrocks2@aol.com](mailto:pjrocks2@aol.com)

\*Deadline dates are non-negotiable as our contract must be finalized based on the number of ads, so please call early with questions or any help you may need.