



Dear SHS Friends,

Welcome to 2009 Falcon Football! We are anticipating another exciting season for our team. The Saratoga Football team and Spirit Squad are a positive experience and representation of our local youth in action. One of the football season traditions is the production of a program that is sold at each home game. The advertising from our game day program is one of the major sources of revenue supporting the continued success of our student teams. We are very proud of the professional quality of the program and believe that you will want to be a part of it.

**We are asking for your support of our students by placing an advertisement in the Saratoga High School Football program for the 2009 season.** This is the 23<sup>rd</sup> year that area businesses and community organizations like yours have made the program possible. A print opportunity is an excellent way to show your support for our local youth. All donations are tax deductible.

Nearly 1,000 copies of the program will be distributed throughout the season. As a Sponsor, you and a guest will also receive **complimentary tickets** to our Sponsor Night at the October 30<sup>th</sup> home game against Mountain View High School under the bright lights of our own Benny Pierce Field. The benefits of participating in our offer goes beyond mere print advertising! Sponsor Night is a time when our announcer calls attention to your business/organization and encourages all game attendees to support you in appreciation for your participation. Your support of local youth will not go unnoticed!

Knowing that finances are tight this year, we have **reduced the ad cost** for the 2009 season. Please consider your gift and corresponding ad size by completing the reservation form and returning it in the enclosed SASE. Also note that we can help you to design your ad or we can utilize your existing artwork on a business card or in a graphics file. For ½ page size or larger ads, we offer the option of a Photographer taking our players picture at your place of business for your ad space!

Our first home game of the season is September 18<sup>th</sup>, so please be sure to submit all forms, artwork and payments **no later than August 15<sup>th</sup>** to allow us time to complete your ad and program production. If you have any questions or just need more information, be sure to contact me right away. I thank you in advance for joining our team.

Sincerely,

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