

Bryan Station High School Parent-Teacher-Student Association

859/381-3308
201 Eastin Road
Lexington, KY 40505
www.bsbs.fcps.net

A Tradition of Excellence

February 17, 2009

Dear Friend of Bryan Station High School,

The BSBS PTSA is announcing its inaugural Sponsorship Drive Campaign. This Campaign is composed of several projects that are described in the pages that follow. The Campaign was developed out of respect for the time and resources of our business community and will request support for these projects only one time per year near the start of the school year.

As you may know, a PTSA represents all parents, teachers and students of their respective school. Many parents, teachers and students are involved with fund raising projects to support their class, their club, or their extra curricular activities. The BSBS PTSA Executive Board believes that assisting parents, teachers and students in achieving their fund raising goals is a natural addition to the mission of the PTSA. Furthermore, the Executive Board believes that joint fund raising promotes a spirit of cooperation among the many and varied school groups.

To that end, the BSBS PTSA has formed a Fund Raising Committee (the Committee) made up of one or more representatives from several BSBS groups. In alphabetical order, the groups represented on the Committee are: Band, Baseball, Boys Soccer, Football, Girls Soccer, Information Technology (IT) Academy, Junior Class, Orchestra, PTSA, Senior Class, Softball, Swimming, and Volleyball. The financial needs of each group is briefly explained on the following page.

The Committee hopes to add more groups in future years and some day have participation from all BSBS clubs, groups and teams. The Committee also hopes that such a coordinated effort will be welcomed by the community and will reduce the sometimes overwhelming number of requests for support.

The Committee has identified four sponsorship opportunities intended to enable businesses and individuals to support any or all of the groups listed above. Each project will have visibility to the entire school population, and where possible to the local and world wide community. The Committee has defined the four projects below for execution during the 2009 calendar year. The details of sponsorship for each these projects is explained on the pages that follow.

- Banners
 - Interior and Exterior Banners
- Calendar
 - 2009/2010 school year calendar
- Defender Classic 5K Run/Walk
 - 7th Annual race is scheduled for Saturday, April 18, 2009
- "We Are Bryan Station" web page
 - BSBS School Spirit proclaimed on the World Wide Web!

Thank you for your time and attention, and your loyal support of Bryan Station High School.

Sincerely,

Skip Rafferty, Chairperson
Bryan Station High School PTSA Fund Raising Committee
raffertysk@yahoo.com
cell – 859-489-2211

This document is available online at: <http://bsbsptsa.home.insightbb.com/0809/SponsorshipDrive.pdf>

The Groups

As you'll see from the information below, the financial needs of the groups comprising the Committee are as varied and diverse as the groups and individual members themselves. Some of our groups are very large and organized, some have their own booster organization and some of these booster organizations already have tax-exempt (501c3) status. On the other hand, some of our groups do not benefit from the support of a booster organization. However, all of our groups require funds that will enable that group to enhance the high school experience of their respective BSHS students.

Band – Approximately 70 members. Requests funding to replace broken and/or aging instruments, as well as 11 year old uniforms. The Band also has a need to construct an observation tower for its outdoor marching facility. For more information on the Band, please visit <http://www.bryanstationband.org>.

Baseball – Approximately 65 players. Requests funding for equipment, uniforms and travel expenses.

Boys Soccer – Approximately 40 students on varsity and JV teams. Requests funding for soccer equipment, uniforms and travel expenses.

Football – Approximately 60 players and requires funding for training equipment and travel expenses. For more information on the Football team, please visit <http://www.defendersfootball.com>.

Health Occupations Students of America (HOSA) – Funding is needed for career related field trips and activities.

Girls Soccer – Approximately 30 students. Requests funding for soccer equipment, uniforms and travel expenses.

IT Academy – Approximately 55 students with plans to grow to 250 in four years. Immediate needs include funds for career related field trips, Academy themed apparel for the students, and funds to cover the application fees associated with creating a tax-exempt (501c3) booster organization. Long-term goals are to raise funds for student laptops as well as software and hardware needed for current and future Academy courses such as networking and programming.

Junior Class – Approximately 400 students. Donations to the Junior Class will be used to produce the Prom.

Orchestra – Approximately 75 students. Donations to the Orchestra will be used to replace aging instruments and to purchase new music. The goals for 2009 are to replace four to six cellos at a cost of about \$650 each, as well as purchasing between \$500 and \$1000 worth of new music for use in the classroom.

PTSA – Represents all 1800 BSHS Students. Donations made to the PTSA enable student and teacher recognition events. PTSA funds are also used for printing, postage and web site maintenance.

Senior Class – Approximately 400 students. Donations to the Senior Class will be used to produce the Senior Dinner Dance and to assist students with funding the Senior Trip to Disney's Grad Week in 2009.

Softball – Approximately 30 students. Requests funding for softball equipment, uniforms and travel expenses.

Swimming – Approximately 20 students. The BSHS Swim Team must pay for pool time, entry fees at swim meets, as well as swimming equipment (swim suits and caps) and travel expenses.

Volleyball – Approximately 25 students. Requests funding for volleyball equipment, uniforms and travel expenses.

The Projects

As stated previously, with respect for the time and resources of our business community, the Committee plans to request support for these projects only once per year during the fall budgeting period. The following explanations of each project/event is intended to provide the attributes and sponsorship levels of each project. Also for your convenience, we have several "Community Partner Packages" to enable support for several projects with one selection.

Banners

The Committee believes decorating the school interior and exterior with vinyl banners containing well designed artwork can provide positive messages to the BSHS student population and a vivid sign of support for the school by the banner sponsor. The Committee proposes a banner design that contains a generic figure representing a BSHS school group, club, team or activity with the sponsor logo and/or name in a prominent section below the figure.

Banner specification:

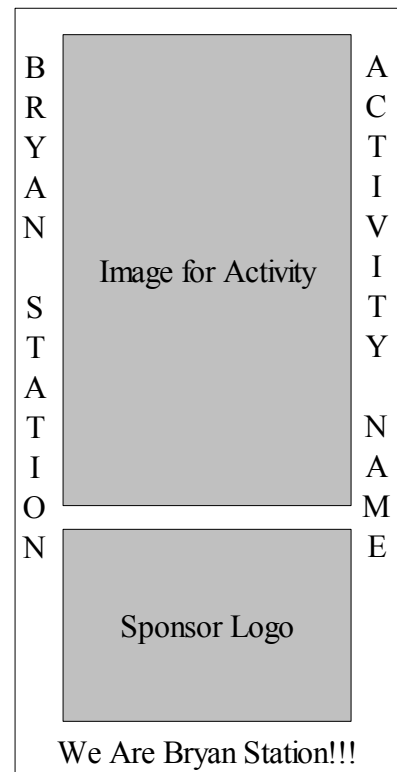
- Approximately 2 feet wide x 4 feet high vinyl sign
- All images/text will be oriented as a 2 foot wide by 4 foot high page.
- All layout and artwork for sponsor logo/name to be provided by the sponsor.
- Artwork material must be provided in digital format, i.e., a PDF or EPS format file.

Sponsorship Levels:

- All sponsorship levels are for a one year term.
- Exterior Banner
 - \$750 per banner (two sides)
 - \$500 per banner (single side)
 - Located on large light poles surrounding the BSHS parking areas
- Interior Banner
 - \$400 per banner (single side)
 - Located on walls in gym corridor
- The sponsorship levels above will be discounted \$100 to renew next year.



Generic images such as those on the left (borrowed from iStockphoto.com) representing individual sports, clubs, events, etc. would be used on the banner with the logo/name of the banner sponsor displayed prominently below the image. See the sample design at right.



Calendar

<http://bshscalendar.home.insightbb.com> (calendar development website)

The Committee believes that a well designed school calendar can improve school to home communication and potentially increase much needed parental involvement at BSHS. For each month from August 2009 to July 2010, the upper half of the unfolded calendar (approx. 11”w X 17”h) will contain BSHS themed photographs surrounded by business card size advertisements for calendar sponsors. The lower half of the unfolded calendar will contain the days of the month in a traditional format with BSHS valued added information including school meetings, report card pick-up events, testing dates, performances, games, etc.

The ultimate goal for the Calendar project is to attract sufficient sponsorship to pay for printing about 2000 calendars. And, if funds permit, give a calendar to every BSHS student household. However, the Committee realizes there is a chance, due to insufficient funds, that this goal could require modifications, including printing fewer calendars, selling the calendars for a fee, or cancelling the calendar project completely. If the Calendar must be cancelled, the donor may choose to redirect their donation to another BSHS project or receive a full refund.

Advertisement Sponsorship Level: (please visit the calendar development website for more details)

- \$25 – one “day block” size advertisement
- \$50 – one coupon page advertisement providing a discount from the merchant
- \$100 – one advertisement (business card size)
- \$250 – 12 “day block” size ads (one for each month, only 2 available)
- \$1000 – 12 advertisements (one business card size ad for each month)

Defender Classic 5K Run/Walk

<http://defenderclassic5k.home.insightbb.com>

The race attracts more BSHS parents, teachers, students and folks from the community at large each year! The 7th annual race, scheduled for April 18, 2009, will provide sponsor recognition on the race T-shirt, web site, poster, and entry form. Please visit the race web site listed above for more details.

Sponsorship Levels:

- Green - \$300 – Logo on back of race T-shirt, web site, poster and entry form presence, 3 complimentary race entries
- Gold - \$200 – race web site presence, listing on race poster and entry form, 2 complimentary race entries
- Blue - \$100 – listing on race poster and entry form, 1 complimentary race entry
- Friend - \$50 – listing on race entry form

“We Are Bryan Station” web page

<http://bshsptsa.home.insightbb.com/WeAreBryanStation.htm>

Introduced in January of 2008, a BSHS supporter is acknowledged on the World Wide Web. Collaborative sponsorships are available for Banners and Calendar Ads via “We Are Bryan Station” donations. Please visit the [online enrollment page](#) listed above for details.

Sponsorship Level:

- \$10 – Name and school affiliation appears on the “We are Bryan Station” web page

Summary of Sponsorship Levels (by Project)

Projects/Levels	\$1000	\$750	\$500	\$400	\$300	\$250	\$200	\$100	\$50	\$25	\$10
Banners	n/a	\$	\$	\$	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Calendar	\$	n/a	n/a	n/a	n/a	\$	n/a	\$	\$	\$	n/a
5K Run	n/a	n/a	n/a	n/a	\$	n/a	\$	\$	n/a	n/a	n/a
We Are Bryan Station	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$

Community Partner Packages

Projects/Packages	Green - \$2000	Gold - \$1500	Blue - \$1000
Banners	2 sided Exterior & 1-Interior	1 sided Exterior & 1-Interior	1 sided Exterior OR 1-Interior
Calendar	12 ads (1 per month)	6 ads (months of your choosing)	4 ads (months of your choosing)
5K Run	Green level	Green level	Green level
	\$2450 value	\$1800 value	\$1200 value

The following Invoice form may be used to make your sponsorship selections.
Thank you again for supporting Bryan Station High School!!!

Bryan Station High School PTSA
 201 Eastin Road
 Lexington, KY 40505
 Attn: Sponsorship
 BSHS PTSA Tax ID #: 61-1046419

INVOICE

Date:	Contact: (for questions on billing, artwork, etc.)
Bill To:	(please provide contact name, phone, and email)

BSHS PTSA Annual Sponsorship Drive			
Description	Qty	Unit Price	Total
Banner – Exterior, 2 sided		\$750	
Banner – Exterior, 1 sided		\$500	
Banner - Interior		\$400	
Calendar Bus. Ad – 12 mos		\$1000	
Calendar Day Blk Ad–12 mos		\$250	
Calendar Bus. Ad – 1 month		\$100	
Calendar Coupon – 1 coupon		\$50	
Calendar Day Blk – 1 month		\$25	
5K – Green		\$300	
5K – Gold		\$200	
5K - Blue		\$100	
5K – Friend		\$50	
We Are Bryan Station*		\$10	
Community Partner Packages			
Green		\$2000	
Gold		\$1500	
Blue		\$1000	
Total			

My check for \$_____ is enclosed.

Send payment reminders: January 2009 when needed for selected project(s)

Please circle any/all groups that will benefit from your sponsorship. Funds will be distributed evenly among the groups you elect to support.

	Band	Baseball	Boys Soccer	Football	Girls Soccer
All Groups	HOSA	IT Academy	Junior Class	Orchestra	PTSA
	Senior Class	Softball	Swimming	Volleyball	

* - Please complete the “We Are Bryan Station” enrollment form on back.

“We are Bryan Station”

Enrollment Form

The “We Are Bryan Station” Pledge:

We are dedicated to Bryan Station High School.

We believe in ourselves, the school, its staff, and our combined future success.

We pledge our emotional, physical, and financial support to Bryan Station High School.

Name:

Address:

City/State/Zip Code:

I am a BSHS...

(student, teacher, parent, staff member, community member, etc.)

I am BSHS Class of ...
