

SELL ADS & REDUCE EXPENSES

Each year the Booster Club produces a program called *The Park*. Players can earn money towards player accounts by selling program advertisements and banners for our program. *The Park* will be sold at all home games for only \$1. *The Park* is dedicated to NPHS Boys' Basketball and features photos, profiles of current teams and coaches, stats and records from past teams', as well as "Shout Outs" from parents and friends. The profit made from advertisers is used to pay for coaches, equipment, special training and many other team related expenses. Based on the scale at the bottom of the page, players who bring in new ads will earn credit towards their player account. Player account funds can be used towards the following expenses during the 2008-09 season.

- Transportation fee: \$118/\$68 2nd sport
- Game Day Shirt: \$15 to \$18
- Varsity Sweats: \$50
- Booster donation: \$50
- Snack Shack Deposit: \$75
- Pomona-Pitzer Team Camp: \$405
- Shout Outs: \$10 to \$80
- Panther Pride items: \$3-\$40
- Awards Banquet Tickets: \$10 each
- DVD's: \$10ea/Season \$120/Varsity \$230
- Advanced Camp: \$80

(All prices are approximate)

Program ads range from \$75 for a business-card size to \$1750 for a banner to hang in the gym year-round. Details are on the attached rate sheet. We will provide all the letters and rate sheets you need. Just take them to community businesses—especially ones that you or your family patronize. Or approach family employers to see if they will support NPHS Boys' Basketball. If you need a sample copy of a past program, contact Tammy Ditmore at 498-3399 or e-mail her at fourditmores@verizon.net. All money and ad layouts must be submitted by **November 1st**. Use one sheet for each ad and be sure to include your player's name on the completed order form to receive credit.

Player account earnings can only be used for the expenses listed above and must be utilized by **June 30th, 2009**. Any earnings exceeding those expenses per individual will revert to the Booster Club general fund. Participation is encouraged but strictly optional.

Potential Earnings	
Total Amount of Single Ad Revenue	% Credited to Player
\$100 - \$499	20%
\$500 - \$999	25%
\$1000+	30%