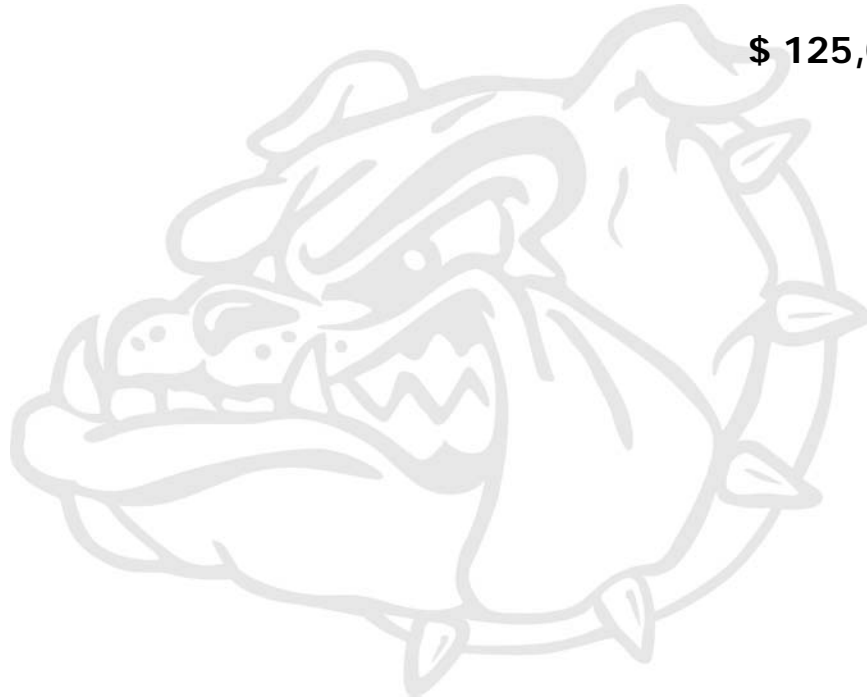




**BHS Football Booster Club
2012 Budget Requirements**

Projected 2012 Budget	\$ 75,000
Capital Projects / Improvements	<u>\$ 50,000</u>
Total	\$ 125,000





Bearden High School Football 2012

Fundraising and Community Awareness is important to BHS Football. The Jim Smelcher Athletic Complex was completed in 2010 and there are improvements and ongoing expenses that will be incurred in 2012. We encourage all players and families to participate in this year's fundraising activities to help support our football program.

Below you will find our fundraising plan for the coming season. Again we are using a point(s) system and with a little effort, there's the opportunity for each player/family to avoid paying any fees in 2012!

Fundraising Goals for 2012

Varsity / JV Players	1000 Points / Player
Freshmen Players	900 Points / Player

Your incentive is to attain these Fundraising Goals and when the Varsity / JV & Freshmen Fundraising Goal(s) noted above are attained, there will be no out of pocket expense to play football in 2012!!!

If you attain some points but are not able to attain the point total goals above, credit will be given towards the player fees as noted on the next page. The difference will be due by July 13, 2012.



BHS Football 2012 Proration Formula		
Fundraising Points Earned	Varsity	Freshmen
0	\$495	\$395
50	\$475	\$380
100	\$450	\$365
150	\$425	\$340
200	\$400	\$320
250	\$375	\$300
300	\$350	\$275
350	\$325	\$250
400	\$300	\$225
450	\$275	\$200
500	\$250	\$175
550	\$225	\$150
600	\$200	\$125
650	\$175	\$100
700	\$150	\$75
750	\$125	\$50
800	\$100	\$25
850	\$75	\$10
900	\$50	\$0
950	\$25	\$50
1000	\$0	\$100
1,100	\$100	\$200
1,250	\$250	\$350
1,500	\$500	\$600
1,750	\$750	\$850
2,000	\$1,000	\$1,100

Note: Shaded area reflects credit voucher \$ earned to spend for BHS Football merchandise for the coming season! Bulldog Bones Credit Voucher(s) will be issued at the Welcome Back Banquet.



How do we earn points?

	<u>Point Value</u>
FUNDRAISING Opportunities:	
Sell Coupon Books	10 / Book
Sell Pancake Breakfast Tickets	5 / Ticket
Player Lift-a-thon	1 Point / \$ Earned
Top Dog Advertiser (see advertising materials for details)	500
Big Dog Advertiser (see advertising materials for details)	400
BHS Football Concession Sponsor	500
BHS Football Spirit Sponsor (Big Game Sponsor, Seat Cushions, Noise Sticks, etc)	250
BHS Football Schedule /Player Roster Sponsor	100
Game Field Banner	200
Program Ads:	
Full Page Ad	200
1/2 Page Ad	100
1/4 Page Ad	50
1/8 Page Ad	25
Secure a Pre-Game Meal	250
Reserved Game Parking	50
Cash Donations	1 Point / \$ Donated
Media Sponsor Opportunities:	
Platinum Sponsor	1250
Maroon Sponsor	750
Grey Sponsor	375
White Sponsor	235
First Down Sponsor	375
Golf Tournament Opportunities:	
Diamond Sponsor	700
Gold Sponsor	400
Silver Sponsor	250
Bronze Sponsor	100
Player / Participant	50
(4) Man Team	200

***Every player is expected to sell the following: 15 Coupon Books
10 Pancake Breakfast Tickets**

DEADLINE FOR PAYMENT(s) & FUNDRAISING WILL BE JULY 13, 2012!!!



For Example

	<u>Points</u>	<u>Result</u>
Golf Tourney Diamond Sponsor	700	You pay ZERO and have 100 points to redeem!
Full Page Program Ad	200	
Game Field Banner	<u>200</u>	
	1,100	
Lift-a-Thon Sponsor	300	You pay ZERO and have 200 points to redeem!
(4) Man Team for Golf	200	
Top Dog Advertiser	500	
(20) Coupon Books Sold	<u>200</u>	
	1,200	
Top Dog Advertiser	500	You pay ZERO and have 350 points to redeem!
Golf Gold Sponsor	400	
Secure (1) Pre-game meal Sponsor	250	
(20) Coupon Books Sold	<u>200</u>	
	1,350	
Big Dog Sponsor	400	You pay ZERO!
Golf Hole Sponsor	250	
Lift-a-Thon Sponsors	300	
Reserve Parking	<u>50</u>	
	1,000	
Lift-a-Thon Sponsor	200	You pay \$300 by July 13!
(15) Coupon Books Sold	150	
(10) Pancake Tickets Sold	<u>50</u>	
	400	



FREE STUFF!!!

Once players exceed their 2012 Fundraising Points Goal of 1000+ for Varsity & 900+ for Freshmen, the following custom order items will be available:

<u>Points</u>	<u>Item</u>
250	BHS Letterman Jacket – Varsity Players only, if letter is earned (Basic Jacket, additional cost may apply & points may be used to offset the cost)

For Example:

		<u>Out of Pocket \$</u>
1,250 Points Earned	Spirit Pack & Booster Club Membership	-0-
	Basic Letter Jacket	-0-
1,500 Points Earned	Spirit Pack & Booster Club Membership	-0-
	Basic Letter Jacket	-0-
	\$ 90 of Credit in the Dog Shop	-0-
	(2) Scorch Polo's	-0-
	Reserved Parking	-0-

Or, points may be redeemed as Bulldog Bonus Bones for use in the Bulldog Souvenir Shop for the 2012 season or may be used to purchase any Custom Apparel Items, some are noted above, in the spring of 2012.



**BEARDEN HIGH SCHOOL FOOTBALL SUPPORTER
ADVERTISEMENT & SPONSORSHIP OPPORTUNITIES**

The expectation for Bearden High School football remains high! The Dogs will open the season with a number of talented young players returning from last year's squad. The sky is the limit for this year's edition of Bull Dog Football!

In order for BHS to have successful football program, it will take effort and commitment from the Bearden Community and our loyal supporters. Below you will find advertising opportunities for the coming year:

_____ **Top Dog Advertiser** **Total \$750**
 Game Field Banner Advertisement
 Full Page Football Program Advertisement (You Save \$ 100)
 Hole Sponsorship at BHS Football Golf Tournament (Monday July 09, 2012 • Gettysvue Country Club)

_____ **Big Dog Advertiser** **Total \$650**
 Game Field Banner Advertisement
 Half Page Football Program Advertisement (You Save \$ 100)
 Hole Sponsorship at BHS Football Golf Tournament (Monday July 9, 2012 • Gettysvue Country Club)

Additional Advertising Opportunities

_____ (1) 30 Second Radio Spot on News Talk 98.7 - \$ 80 / Game **\$800**
 _____ Game Field Banner Advertisement **\$300**
 _____ Game Program Advertising
 _____ Full Page **\$300**
 _____ Half Page **\$200**
 _____ Quarter Page **\$100**
 _____ Eighth Page **\$75**
 _____ Golf Tournament Hole Sponsor..... **\$250**
 _____ Concession Sponsor **\$1,000**
 _____ Spirit / Big Game Sponsor **\$500**
 _____ Player Roster / Schedule Sponsor **\$200**

Advertiser / Company Name: _____
 Contact Name: _____
 Phone No: _____ E-mail: _____

Ad Copy Instructions: _____

Please include your layout instructions, artwork and payment. If you would like to e-mail your request, please do so to: acfrizen@hotmail.com For further information, please contact: Anita Frizen (865) 603-5501 Mail to: 1268 Willowood Road - Knoxville, TN 37922 - Preferred artwork format(s) include: *ai, *eps, *psd, *pdf, *tif, *jpg, must be high-resolution (300 dpi or higher). We recommend you send artwork in black & white if possible. Checks should be made payable to: BHS Football Booster Club

Player / Solicitor (Print): _____ Date: _____

Received By: _____ Date: _____



BHS Football

2012 Advertising Opportunities

- **BHS Football Media/Community Sponsor**
BHS Football Supporter's business will be advertised/displayed on the BHS Football Radio, BHS Football Web-site, Game Field Banner, Game Day Program, Golf Tournament, etc. (Cost & Fundraising points to be determined once radio station is secured/confirmed)
Cost: See Media Sponsor Materials
- **BHS Football Concession Sponsor**
BHS Football Supporter's business will be printed on our concession stadium cups. BHS Football Booster concession will offer lemonade and tea and each will be served in our 16 oz. Concession Sponsor cup.
Cost: \$ 1,000
- **BHS Football Spirit Sponsor**
Seat Cushions / Noise Sticks, etc will be imprinted with the sponsor's advertisement & tossed into the stands periodically throughout the game by the Cheerleaders & Dance Team
Cost: \$ 500
- **BHS Football Big Game Sponsor**
Each home game we will distribute materials/flyers for the sponsoring business with one side being the advertisement the opposite side the rosters of both teams
Cost: \$ 500
- **BHS Football Schedule Sponsor**
Laminated wallet size schedule(s) or Full Color Poster with sponsor advertisement and the 2012 BHS Football Schedule.
Cost: \$ 200
- **BHS Football Player Roster Sponsor**
Laminated wallet size Varsity and/or Freshmen roster(s), with sponsor advertisement on one side and the player roster on the opposite side.
Cost: \$ 200



BHS Football 2012 Advertiser Sale Opportunities

<u>Company</u>	<u>Player / Solicitor</u>	<u>Advertisement</u>	<u>Company</u>	<u>Player / Solicitor</u>	<u>Advertisement</u>
ADT Security	Evan White	Top Dog Advertiser	Knox Gastrointestinal Spec.	Ethan Pollack	Banner
Alpine Ski	Zack Messing	Program Ad	Knox Insurance Group	Nicky Frizen	Program Ad
Athletic House	Leadership Committee	Longest Drive Sponsor	Knox Bonding Co.	Kennedy Greene	Program Ad
BMC	Jake Jolley	Big Dog Advertiser	Dr. James Kotsianas	Coby Ligdis	Program Ad
Backyard Burgers	Nicky Frizen	Meal	Knoxville TVA Emplo. CU	Steven Shell	Banner
Bearden Decorating	Chandler Greer	Top Dog Advertiser	Lenny's Sub Shop	Nicky Frizen	Meal
Bearden Youth Football	Nicky Frizen	Program Ad	McDonald's	Nicky Frizen	Program Ad
Beaty Chevrolet	Ethan Griffin	Media/Top Dog Advertiser	Menchie's	Zack Messing	Big Dog Advertiser
Bertelkamp Automation	Leadership Committee	Media/Golf Beverage Spon.	Mulligan's	Leadership Committee	Program Ad
Bluegrass Animal Hospital	Nicky Frizen	Program Ad	Newk's	Jack Shires	Meal
BB&T	Ethan Griffin	Big Dog Advertiser	Oldham Insurance	Nicky Frizen	Banner
Buddy's	Leadership Committee	Media/Top Dog Advertiser	ORNL Federal Credit Union	Kenny Bowers	Banner
CBFO Sports	Nicky Frizen	Program Ad	Park West Church	Christian Robinson	Banner
Carrabba's	Zack Messing	Meal	Partners Development	Kole Matherly	Banner
Dr. Christopher O'Rourke	Eric Beil	Program Ad	Pellissippi State	Nicky Frizen	Big Dog Advertiser
Cellular Sales of Knoxville	Jake Jolley	Banner	Penn Station	Nicky Frizen	Banner
Central Baptist Bearden	Nicky Frizen	Program Ad	Pero's on the Hill	Coby Ligdis	Meal
Chang Wen Chen MD	Christian Alderman	Program Ad	Pilot	Leadership Committee	Media/Top Dog Advertiser
Cedar Bluff Cycles	Chandler Greer	Program Ad	ProFoam of TN	Teddy Peabody	Banner
Cornerstone Dental	Isaiah McDaniels	Program Ad	Perfection Group	Taylor Blaine	Program Ad
Dr. Cakmes	Coby Ligdis	Program Ad	Planet Energy	Leadership Committee	Media Advertiser
Concord Title	Justin Ross	Top Dog Advertiser	Quizno's	Zack Messing	Meal
Chick-fil-A	Steven Shell	Selling of Sandwiches	Rainbow International	Griffin DeLong	Banner
CICI's Pizza	Nicky Frizen	Meal	Ray's ESG	Foster Arledge	Media Advertiser
Coachman Clothiers, Inc	Nicky Frizen	Program Ad	Realty Executives/Randy Susong	Chandler Greer	Banner/Ad
Cokesbury United Methodist	Steven Shell	Program Ad	Rice Automotive	Kole Matherly	Banner
Coldwell Banker	Jake Morgenstern	Banner	Ramsey, Elmore & Stone	Alex Murphy	Banner
Daytons Pest Control	Luke Hopkins	Top Dog Advertiser	Rooster	Evan White	Big Dog Advertiser
Diesel Engine Parts	Christian Alderman	Program Ad	Smith & Hammaker	Jack Schaad	Banner
Dr. Dean Kleto	Coby Ligdis	Program Ad	Shafer Insurance	Nicky Frizen	Program Ad
Drive 4 Life	Christian Ironside	Banner	Sam's Café	Matthew Marlow	Banner
Donnie Dean, DDS	Nicky Frizen	Banner	Soccer Taco	Luis DeLa Cruz	Banner & Meal
Financial Products & Services	Nicky Frizen	Golf Hole Sponsor	Spa 9700	Nicky Frizen	Program Ad
Fisher Tire Co.	Foster Arledge	Banner	State Farm/Jeannette Rogers	Steven Shell	Banner/Ad
Foothills Bank & Trust	Nicky Frizen	Golf Hole Sponsor	Testing Solutions	Leadership Committee	Big Dog Advertiser
Gatti's	Nicky Frizen	Program Ad	Texas Roadhouse	Connor Cameron	Meal/Conc. Sponsor
Humana	Kole Matherly	Top Dog Advertiser	Tire Barn	Chandler Greer	Big Dog Advertiser
Ideal Exteriors	Foster Arledge	Media Advertiser	TIS	Johnny Holland	Banner
Jason's Deli	Foster Arledge	Banner	Travelers	Coby Ligdis	Banner
James T. Pickering	Steven Shell	Program Ad	The UPS Store	Foster Arledge	Banner
Jiffy Lube	Conner Amburn	Banner	United Rentals	Pete Brodnax	Banner
Jim Smelcher	Leadership Committee	Banner	United Graphics	Matt England	Program Ad
Jr. Griffey & Sons Body Shop	Joshua Biggerstaff	Banner	Wasabi Japanese	Conner Amburn	Banner
John Whitehead	Christian Ironside	Banner/Ad	WBIR-TV	Leadership Committee	Program Ad
Kessler's	Leadership Committee	Banner/Ad	Wyatt Insurance	Foster Arledge	Program Ad
Mastercraft	Foster Arledge	Media Advertiser	WIVK	Foster Arledge	Banner

The above advertising relationships have been established by the BHS player/solicitor noted. They are responsible for following up with the advertiser contact with who they have established a relationship, for renewal in 2012. Must be secured by May 1, 2012 or they will be eligible for open solicitation. Once the player graduates, these companies will be eligible for open solicitation. Secondly, should any of the above advertisers select an advertising package, the point value earned will be reduced (-) 100 points.

Below are companies who have supported BHS Football in past years, and are open for anyone's solicitation!

Admiral Landscaping	European Auto Garage	Mr. Cool
Angel Floyd School for Dance	Fitness Together	Nation Wide
Appalachia Business Communications	Food City	NHC Assisted Living
Applebees	FSG Bank	Nixon's Deli
Aubrey's	GCA Services Group	Northshore Xpress Lube
Balfour Company	Gondolier	Nursefinders
Bearden United Methodist	Health Shoppe	O'Charley's
Bearden West News Sentinel	Hooters	Office Furniture Outfitters, LLC
Breadbox	Hutson Roofing Corp	Pelancho's
Broadway Carpeting	Image Matters	Petros
Budget Transmission	Jason Wolfe Construction Inc	Phillip Powell, DDS
Calhoun's	Jenkins & Stiles	Pinnacle Real Estate
Cornerstone of Recovery	Jessup & Associates	Puleo's Grille
Craig Belitz Construction, Inc	John H. Coleman	Rafferty's
David Goldman MD	Ken Jo Markets	Realty Executives - Bruce Goff
Denton's / Wishbones	Knox Water sports	Safety Smart
Dick's Sporting Goods	Lamon Jewelers	Southeast Oral Surgery
Dr. David Rudder, DDS	Landscape Etc., LLC	Sports Animal
Drive Rite Driving School	Mastercraft	Summit Accounting Services
Echelon Florist	McCammon & Reagan CPA	The Reserve at Westland
Egerton McAfee	McGuire's Professional Painting	Thomas Zarger, DDS
Einstein Bros. Bagels	Mercers Tree Service	US Cleaners
El Charro	Mike Lewis/State Farm	Verizon Wireless
Eric Himmelreich, DDS	MK Mechanical	We're Cookin'
	Moe's	West Side Shopper
	Mortgage Investors Group	World Travel