



ATHLETICS  
DEPARTMENT

# FAYETTE COUNTY HIGH SCHOOL

---

1 TIGER TRAIL FAYETTEVILLE, GA 30214

PHONE: 770-460-3540

FAX: 770-460-3410

To whom it may concern:

The student standing before you is a Student-Athlete at Fayette County High School. He/She will tell you about his or her athletic as well as academic activities at FCHS and ask for you to sponsor their athletic participation here at FCHS. The Athletic department at FCHS and any other public school in the State of Georgia receives no tax dollars to run the program. We depend solely on ticket revenue, sponsorships, and student activity fees to fund our programs. Each student-athlete must pay an activity fee to participate in any athletic program. These fees range from \$50 to over \$300 depending on the sport. For a family that has a multiple sport athlete or multiple children playing sports at FCHS the cost can grow very large.

In an effort to combat this cost for our families, the FCHS athletic department has started a student-athlete sponsorship program. This program is a fundraiser that helps our programs as well as the individual student-athlete. If a student-athlete gets one business to purchase an advertising sign to go on the fence facing Fayette County High School then they will not have to pay activity fees for the entire school year, regardless of how many sports they play. If the sign agreement is renewed for the next year, then the student-athlete will continue to have their activity fees covered. In this scenario, it is possible for a student-athlete to attend FCHS for four years, play three sports a year, and not have to pay the thousands of dollars his or her activity fees would cost over that time.

The question I am sure you are asking is, "What do I get out of this?" You will get advertising. As part of the agreement, your place of business will have a 4' by 8' Metal sign placed on the fence facing Tiger Trail, FCHS, and our parking lot. This is 365 days a year of advertising as it is visible to anyone visiting the school, the stadium, the parking lot, or simply driving on Tiger Trail. Some of the sign locations are even visible from the Villages Amphitheater. Your sign will not be placed inside the stadium where it can only be seen during sports events. Your name and address will also be added to our school website as a sponsor of our Student-Athlete Sponsorship program. We will also provide you with a plaque to hang as you choose thanking you for your support of Tiger Athletics. In addition, you will know that with your support the student-athlete standing before you has had the opportunity to participate in high school athletics.

Athletics have been proven to have a positive effect on our students' work in the classroom as well as their development into positive role models and effective citizens. The lessons of the playing fields are lessons that they will carry with them as they continue through life. These are the lessons of hard work, right and wrong, fair-play, and team work. Please take this opportunity to talk with the student-athlete before you about the activities they participate in and what their goals for life are. If you have any questions about the program or Tiger Athletics please contact me at the number above.

**GO TIGERS!**

Allen Leonard  
Assistant Principal/Athletic Director

# FAYETTE COUNTY HIGH SCHOOL SIGN AGREEMENT

This agreement is made this \_\_\_\_\_ day of \_\_\_\_\_ 2009, between Fayette County High School Athletic Department and

\_\_\_\_\_ (known hereafter as the "Sponsor")

Fayette County High School Athletic Department hereby agrees to provide to the Sponsor, advertising in the form of: 1) A 4' X 8' metal sign panel with Custom logo and script to be placed on the fence facing Tiger Trail, the school building, and the school parking lot. 2) Listing of sponsor on Fayette County High School website as a Sponsor of Tiger Athletics. 3) A plaque to hang in your place of business thanking you for your sponsorship.

The Sponsor will provide the art and design of the sign to a sign company of Fayette County High School's choosing. Fayette County High School Athletic Department reserves the right to reject any advertising that it deems to be inappropriate. Fayette County High School agrees to maintain the sign against normal wear and tear for a period of no longer than five years.

**Term:** The term of this agreement is for one year. The agreement is automatically renewed each year on the agreement date listed above at the renewal cost unless written notification by either party is given before the renewal date each year.

**Payment:** \$1250 for the first year. All subsequent renewal years will be \$1000  
Payment is due at the time the agreement is signed. Payment is to be made to: Fayette County High School c/o Athletic Department, 1 Tiger Trail, Fayetteville, GA 30214

**Agreed to by:**

\_\_\_\_\_  
Sponsor Name

\_\_\_\_\_  
Printed Name of Individual authorized to sign

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Sponsor Phone number

\_\_\_\_\_  
Address of Sponsor

\_\_\_\_\_  
City, State, Zip Code

**Student-Athlete Sponsorship:** If this agreement is part of the Student-Athlete Sponsorship program please write name of student being sponsored below. There is no additional cost to Sponsor.

\_\_\_\_\_  
Student Name

\_\_\_\_\_  
Student grade

### Tips and Instructions for Sign Sales:

Students, use these tips and instructions when going out to sell the signs.

- Students should go dressed in a uniform or school colors. Spirit Sells.
- Try to visit the place of business at a time when they are least busy. For example, avoid dinner time at Restaurants.
- Do not visit locations that already have a sign on the fence.
- Look for businesses that you already have a connection to. The business that a family member or friend works for will be more likely to sponsor you.
- Ask to speak to the owner or manager. If they are not available, leave your contact information as well as the contract and AD letter. Encourage the business to contact the school if they have questions.
- Be friendly, professional, and knowledgeable. Be prepared to talk about your school, your sport, and yourself. You are selling all three.
- Take schedules of your sport with you to the places you try to sell ads to. Invite the owners to come to your games or place schedules in their place of business.
- Present the positive aspects of the sign program: Advertising on the fence, advertising on the website, and a plaque for their place of business.
- Write thank you letters to businesses that and follow up on businesses that tell you to come back later.

If a business gives you a check and signed contract, it must be turned into the downstairs Assistant Principal's office, room 1222.