

ADVERTISING YOUR BUSINESS IS BETTER

AT

SBEC

Development Department
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SBEC ADVERTISING PROGRAM

WHY HAVE AN ADVERTISING PROGRAM?

1. All Fundraising Groups Work Together

Imagine that! Rather than having each individual group contact you, all of the fundraising groups at SBEC are working together:

Athletic Boosters	Drama and Chorus Parents
Band Boosters	Alumni and PTF

That is, parents from every fund-raising group in the school are involved in raising money for all groups -- athletics, band, chorus, drama, PTF and alumni. In essence, the groups are helping each other for the benefit of all the students at SBEC. Finally, the groups designed this Program to give you an advertising benefit, rather than merely requesting a donation from you.

2. Contact Once a Year when you participate in the SBEC Advertising Program

The importance to you of this joint effort of the different groups at SBEC is that by participating in our Advertising Program, you should be contacted only once a year about advertising your business on display signs and in the Sports and Drama Programs and the Year Book. Similarly, you should be contacted only once a year about participating in each of our other major fundraising programs, the Auction, Golf Tournament, Game Sponsorship, Business Leaders and Pastors Luncheons.

WHY PROMOTE YOUR BUSINESS AT SBEC?

1. SBEC Families are Good Customers of your Business.

Most of our families either use or could use your business for their needs. Our families are very loyal to businesses that promote SBEC.

2. SBEC is the largest Christian School in DeSoto County.

With over 1,100 students in K-3 through 12, SBEC is not only the largest Christian School in DeSoto County, but also one of the largest schools in the entire Memphis area.

3. The cost of Advertising at SBEC is most effective.

The cost of the Display and Promotion Advertising targeted to the families and friends of SBEC compares quite favorably to advertising at other sporting or business venues.

4. The Advertising payment is tax deductible.

All payments to the SBEC Advertising program are tax deductible as an advertising expense.

5. Your Advertising dollars will support a Very Good School that focuses on distinctive Christian Education

Academics

Named as only one of 38 schools across the nation to have an Exemplary School Program

98% of graduates go on to colleges and universities

Hundreds of thousands of dollars annually in scholarships to graduates

National merit scholars

Graduates score above the national average on all standardized tests

Spelling BEE, Geography BEE champions qualify for state and regional competitions

Students attend US Military and Naval Academies

Arts

Marching and Concert Band have received First Place awards in Regional Competitions

Percussion ensemble has won First Place in Regional Competition

Fine arts students receive high honors

Fall and Spring Drama presentations involve many students and win high acclaim

Students receive many Allie Awards

Athletics

30 Athletic Teams in 9 interscholastic Sports

Many girls and boys teams qualified for state playoffs

Extensive intramural sports program for most Elementary grades

Cheerleaders placed in the top ten in the nation

Co curricular

SBEC celebrated its 33rd Anniversary in 2007

Highly regarded Summer Program with almost 500 students of all ages and grades

Annual National Missions Trips

Annual International Missions Trips

So many SBEC graduates are Senior Pastors, Youth Pastors, Missionaries, and Educators in DeSoto County, throughout the United States and around the world

WHAT IS THE SBEC ADVERTISING PROGRAM?

There are two categories of the SBEC Advertising Program. For the Advertising Sign Display, you or your advertising agency may submit your advertisement or you can work with the SBEC Development Department to create your advertisement. The categories of the SBEC Advertising Program are:

Advertising Sign Display

- Purchase a sign that is displayed on one of the following:

Football fence	Baseball fence
Softball fence	Gymnasium
- Full - page or ½ - page ad in Sports Programs, Drama Programs and Year Book
- Family Sports Pass to all home sports events
- Announcement and acknowledgements during home sports events and in programs
- Multi - year discounts
- Second sign at the reduced rate of \$500
- Executive Package 4'X8' Sign and Full - Page Ads

\$1,200/year
\$1,000/year for 2 years
\$ 900/year for three years
- Standard Package 4'X4' sign and ½ - Page Ads

\$ 950/year
\$ 800/year for 2 years
\$ 750/year for 3 years

School Promotion

- Recognition in all Sports and Drama Programs
- Recognition in the Year Book
- Levels of Promotion for one year:

Trojan General	\$700
Trojan Commander	\$500
Trojan Guard	\$250
Trojan Friend	\$100

**SBEC TROJANS
ADVERTISING SIGN DISPLAY AGREEMENT FOR 2007-2008**

The SBEC Development Department agrees to provide the following advertising in exchange for the Advertising Payment by Advertiser to support the athletics, arts and academic programs at SBEC. The Development Department reserves the right of final approval on the content, layout, and artwork of any proposed advertising sign display.

Executive Sign Display

1 - 48" X 96" vinyl sign with grommets attached to one of the following:

- | | |
|----------------------|----------------------------------|
| Football field fence | Outfield fence at baseball field |
| Gymnasium | Outfield fence at softball field |

1 - Full page ad in all Drama and Sports Programs and the Year Book

1 - Family Sports pass to all regular season home games

- Announcements and acknowledgement during each home game and in programs

Value of this Executive Sign Display is \$2,350 per year

1 Year \$1,200 _____ 2 year \$1,000/ yr _____ 3 Year \$900/ yr _____.

Standard Sign Display

1 - 48" X 48" vinyl sign with grommets attached to one of the following:

- | | |
|----------------------|----------------------------------|
| Football field fence | Outfield fence at baseball field |
| Gymnasium | Outfield fence at softball field |

1 - ½ page ad in all Drama and Sports Programs and the Year Book

1 - Family Sports pass to all home sporting events

- Announcements and acknowledgement during each home game and in programs

Value of this Standard Sign Display is \$1,650 per year

1 Year \$950 _____ 2 Year \$800/ yr _____ 3 Year \$750/yr _____.

Location for Sign Display: Baseball _____ Gym _____ Football _____ Softball _____

Name of Advertiser _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____

Signature _____ Date _____

SBEC Development Department Approval _____ Date _____

Deadline for Family Sports Pass and advertising in programs is August 15, 2007.

If the sign becomes damaged, the SBEC Development Department will replace the sign.

Payment may be made by check or credit card. Please return this Agreement together with artwork, basic sign layout and check made payable to SBEC Annual Fund or credit card information to the SBEC Development Department, 7400 Getwell Road, Southaven, MS 38672.

Credit Card Number

Expiration Date

Authorized Signature

**SBEC TROJANS
SCHOOL PROMOTION AGREEMENT FOR 2007-2008**

SBEC is a nondenominational, coeducational, distinctively Christian school for students K – 12th grade. The distinctive Christian emphasis of our school assists the parents and church leaders of each student to develop a Christ-centered world view.

The students at SBEC have many opportunities to excel in a safe, nurturing and disciplined environment where students can focus on **academics, arts and athletics**. Few schools have **as strong an academic emphasis** throughout all grades as SBEC. As a matter of fact, families come to SBEC for its academic challenges and intensity. As a result, we are the largest Christian school in DeSoto County, and will continue to focus on excellence in academics, character, and service to others.

Our Band, Color Guard, and Percussion Ensemble regularly receive first place designations at competitions. Our Drama Department has achieved critical acclaim with its numerous and varied programs involving many students at all grade levels. **Our fine arts program is strong and growing.**

Our sports program for young men and women is intense and successful. Our football team qualified for the state playoffs and had a number of boys who achieved all state and all district honors. Our cheerleaders were ranked in the top ten in the country. The girl's volleyball, golf, and basketball teams advanced to the state playoffs. Many athletes were selected for the best of the preps honors throughout the year.

These extensive opportunities offered to students at SBEC have, in large part, come from businesses and friends who promote the students and activities of SBEC. One way we provide these opportunities is through the purchase of promotion advertising. By advertising in one of the following categories, you will be listed in all Drama and Sports Programs and the Year Book as a contributing sponsor.

SBEC PROMOTION CATEGORIES		
General	\$700.00	Recognition in all Drama and Sports Programs and Year Book as a Trojan General
Commander	\$500.00	Recognition in all Drama and Sports Programs and Year Book as a Trojan Commander
Guard	\$250.00	Recognition in all Drama and Sports Programs and Year Book as a Trojan Guard
Friend	\$100.00	Recognition in all Drama and Sports Programs and Year Book as a Trojan Friend

Name of Advertiser _____

Contact _____

Address _____

City _____ ST _____ Zip code _____

Phone _____ Fax _____

Email _____

Signature _____ Date _____

SBEC Development Department Approval _____ Date _____

Deadline for Promotion Program is August 15, 2007.

Payment may be made by check or credit card. Please return this School Promotion Agreement together with your check made payable to The Annual Fund or credit card information to the SBEC Development Department, 7400 Getwell Road, Southaven, MS 38672.

Credit Card Number

Expiration Date

Authorized Signature