



Knights Baseball Club

January, 2012

To the Families of the 2011-2012 Elkins High School baseball players:

Wow! The New Year has roared in with a new season, a new coach, and loads of excitement for the Elkins Baseball Program and for the Knights Baseball Club. Now...it's time to sell ads for our 2012 Knights Baseball Media Guide! Support from the community, families, and friends, is, and always will be, a critical ingredient of the Knights' success. The Media Guide is a perfect way for local businesses and family members to support this storied program.

Each family is asked to sell \$500 in ad space (combination between business and personal ads). If we, as the Knights Baseball Club can meet this goal, much of the operational costs of running the Elkins Baseball program may be defrayed. This can be the club's largest fundraiser of the year. Each family's goal can be accomplished by selling any combination of ad types and sizes. A business size ad is \$200 for a full page and \$150 for a half page. A personal ad is \$150 for a full page and \$100 for a half page. Half or full page ads can be personalized by adding a photograph or other art work.

New ad forms are now available online at www.knightsbaseballclub.com or by contacting me at 713/553-0204, 281/778-7415, or e-mail cyndih@clubsienna.com. Once you have the ads pulled together, you can send them to my attention via email or deliver them to me at your convenience - I live in Sienna. If you can't deliver the ads, I will be happy to pick them up from you at your convenience. I would like to make this process as easy as possible for everyone.

Timeline

Ads are due by February 28, 2012. All ads must be turned in by this date. The only exception will be ads needing photos or "action shots". This date is just around the corner and many businesses are now beginning to utilize their 2012 advertising funds. Please don't wait until the last minute to sell or turn in ads - feel free to turn in any ads as they are completed. This would be very helpful.

To Our New Baseball Families

This is easier than it appears! You can show support for your player by contacting family, friends, and businesses where you trade. This is not a player fundraiser activity. Remember, it is best to collect both the ad and the money at the time of the sale. This will save time by avoiding repeat phone calls for collection of the money. I will be happy to talk to anyone individually or in a group to explain the process.

A few suggestions for those to call on are:

Relatives/friends	Business associates	Doctors
Restaurants	Realtors/contractors	Dentists
Insurance agents	Travel agents	Attorneys
Sports/entertainment	Grocery stores	Home care
Bank/mortgage companies	Florists/landscapers	Retail stores
Personal/professional services	Pet care	Auto care

Once a contact has been established, it may result in a renewal customer for the next several years. Please use the 2011 book (available at the concession stand or by calling me). **Many of our previous advertisers will choose to advertise again, and will support the players they have supported in the past.** If you have any questions about previous advertisers, ask me. There may be some that you can use from graduating seniors. Be creative, have fun. There were many well done ads last year. Click here for a few examples of business ads from last year's guide.

To Our Returning Families

I will touch base with those individuals who sold ads last year and who may have return advertisers. **It is important to contact new advertisers as soon as possible** – many are beginning to utilize their advertising funds for the new year. To inquire about the status of advertisers, please call me at (713) 553-0204 or e-mail me at cyndih@clubsienna.com. I will periodically e-mail families to let them know which advertisers have completed their ads. It's important to note that we will be distributing the Media Guides to fans at home games, and each business sponsor/advertiser will also receive copies of the Media Guide to disperse at their place of business. This is an excellent deal for advertisers – it showcases their support for the local team as well as promotes their business in a full-color, professional document.

Personal Ads

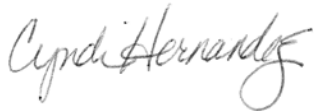
Parents – especially those of a Senior player - this is a great way to acknowledge your player and his accomplishments. Personal ads can be a full page or ½ page and may feature action photos or posed shots, a caption, well wishes, and any other information you would like to convey. Not creative? Don't worry. The Knights Baseball Club has a design person who can work with you to develop the perfect ad – one that is reflective of your player and his personality. Click here for some examples of personal ads from last year's guide.

Photographs

This book would not be complete without all the wonderful photos that everyone contributes throughout the year. It would be very helpful if we had at least one person from each team taking pictures at the games in the fall and the spring. Please e-mail or give us a disc with any pictures that you have taken. If you have any pictures of your son and his teammates, please contact me, I would love to try and work them into the Media Guide. We will also be using photos from the Hall of Fame Banquet and Hit-A-Thon.

Please help make this a successful year for the Knights Baseball Club and for our baseball teams. We truly need everyone's support. If you have any questions or comments, don't hesitate to contact me.

Thank you,

A handwritten signature in cursive script that reads "Cyndi Hernandez".

Cyndi Hernandez
Media Guide Chairperson
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