



L.D. Bell Blue Raider  
Football Booster Club  
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President  
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[www.ldbellfootball.net](http://www.ldbellfootball.net)

June 4, 2019

Dear Friend of the Community,

L.D. Bell High School was established in 1957 and since that time has consistently graduated high achieving student athletes from the Hurst-Euless-Bedford communities. Being a L.D. Bell Blue Raider carries with it a certain pride that can be seen at any sporting or extracurricular event throughout the year. It is paramount to the growth and success of our communities that we continue to support these student athletes so they too are able to thrive and become the next generation of business owners and community leaders in Hurst-Euless-Bedford.

The L.D. Bell Blue Raider Football program provides student athletes the opportunity to develop leadership skills, function as a team and develop a pride in their community. It is the intent of the L.D. Bell Blue Raider Football Booster Club to stimulate and sustain positive interaction among the parents, football players, coaching staff, L.D. Bell High School student body and community. In order to facilitate that positive interaction it is important for the Booster Club to garner support from our local business communities.

The L.D. Bell Blue Raider Football Booster Club is currently designing the 2019-2020 Football Program Media Guide and we have many advertising opportunities for our corporate sponsors. Your advertisement dollars go directly back to the support of the L.D. Bell Blue Raider Football program and help fill the gap in funding that cannot be met by the school budget. The funds raised by the Booster Club are used to purchase a number of items necessary to continue building a first class football program at L.D. Bell. A sampling of items purchased in previous years from contributions include:

- Video analysis program to assist in skills development and college recruiting
- Post workout protein and recovery shakes for athletes
- Workout equipment such as blocking sleds and powerlifting items
- Various team uniform and equipment items

The L.D. Bell Blue Raider Football program benefits from our community's support by creating a strong, positive environment for the student athletes. In turn, that excitement trickles down to our neighborhoods, our businesses and promotes the spirit of being a part of a community. It allows for us to circle around a common cause, a common group of young people that will someday return to their hometown to make their life here, to establish their small business, to become a part of the community.

On behalf of the student athletes at L.D. Bell High School, we thank you for your support and cannot do this without you. If you have any questions, please contact our Fundraising Director, Albert Triplett at [Trip61@live.com](mailto:Trip61@live.com) or our Treasurer, Linda Vu, at [lv88@att.net](mailto:lv88@att.net) or by phone at 817-602-3306.

Regards,

*Dr. Marnie Choate*

Marnie Russell Choate, Ed.D.  
President  
L.D. Bell Blue Raider Football Booster Club





## Market Reach

Sponsoring the L.D. Bell Blue Raider Football Booster Club provides you the unique opportunity to connect with the Hurst-Eules-Bedford and Colleyville communities, to build brand awareness and show your company's support of the local student athletes. We will provide you with the opportunity to display your company's signage and logo on various venues and publications that will be viewed by the community at large. In addition, there will also be various events and opportunities throughout the year for your business to participate in and further promote your brand.

## Physical Location

L.D. Bell High School is positioned in a prominent location with frontage on State Highway 121/183 Airport Freeway which serves as a primary artery between Dallas and Fort Worth. According to studies conducted by TXDOT in 2014, approximately 150,000 – 170,000 cars pass by L.D. Bell High School each day on 121/183 Airport Freeway. Our on-campus football stadium, The Raider Bowl, sits on the frontage road with our scoreboard facing toward the freeway. This prime location provides an opportunity for you to gain visibility on a daily basis from one of the busiest thoroughfares in Dallas-Fort Worth.

The Raider Bowl is used year-round as a multipurpose facility by other L.D. Bell sports and organizations such as L.D. Bell Track, L.D. Bell Band and L.D. Bell Soccer. In addition, the field is used by organizations outside of the school such as Mid Cities Pee Wee Football during the fall and various athletics camps during the summer. Also, on any given day throughout the year, one will find a number of community members walking and jogging the track further exposing your brand to the local market.

- Each Bronze sponsor will be provided two (2) copies of the 2018 L.D. Bell Blue Raider Football Program Guide.

### 2019 "Blue Out" T-Shirt Sponsor – Approximately 500 shirts distributed in 2018

- **Top Tier \$500**
  - One of Two Top Tier Sponsors
  - Company logo included in the top-tier on the back of the Annual L.D. Bell vs. Trinity "Blue Out" T-shirt.
- **Mid-Tier \$250**
  - One of Six Mid-Tier Sponsors
  - Company logo included in the mid-tier on the back of the Annual L.D. Bell vs. Trinity "Blue Out" T-shirt.
- **Value-Tier \$100**
  - One of Twelve Value-Tier Sponsors
  - Company logo included in the value-tier on the back of the Annual L.D. Bell vs. Trinity "Blue Out" T-shirt.



**Advertisement Banners – Raider Bowl**

- Vinyl/mesh banners to be displayed on the interior fence of the L.D. Bell Raider Bowl for a period of one (1) year.
- Year-round use facility with freeway frontage.

Banner Size	Price
4' x 6'	\$350

**Stationary Scoreboard Signage – Raider Bowl \$500**

- Your company’s sign posted along the bottom of the L.D. Bell Raider Bowl scoreboard for a period of one (1) year.
- These signs will definitely stand out and generate substantial amounts of eye traffic throughout the year at this multi-use field that it utilized year round!

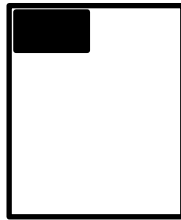




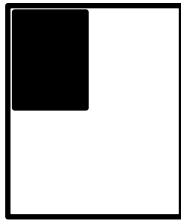
## 2019 Game Day Football Program Advertisement Opportunities

ADVERTISEMENT SIZES – ALL ADS IN COLOR				
Ad Choice	Qty.	Ad Size	Ad Cost	Price
		Full Page (8.5" W x 11" H)	\$ 800	
		Half Page Horizontal (5.5" W x 8.5" H)	\$ 400	
		Quarter Page (4.25" W x 5.5" H)	\$ 200	
		Business Card Size (3.5" W x 2.5" H)	\$ 100	
			<b>Total</b>	

Payment Method: (please check one)  Check  Credit Card/Online  Square Payment



Business Card Size



Quarter Page



Half Page Horizontal



Full Page

### Graphics Submission Requirements:

- Pre-designed 300 dpi electronic ads can be supplied in the following formats: EPS, TIF, JPG, PDF.
- All ads are printed as supplied.
- Please label artwork ad file(s) with business name.
- Email ads and graphics to both: lv88@att.net

<p><b>Please send completed forms and checks to:</b>  L.D. Bell Blue Raider Football Booster Club  Attn: Football Program Director  PO Box 211103   Bedford, TX 76095</p>	<p><b>Credit Card Payments can be made:</b></p> <ul style="list-style-type: none"> <li>• Online at <a href="http://www.ldbellfootball.org">www.ldbellfootball.org</a></li> <li>• Through a Booster Club Board Member via our Square account.</li> </ul>
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### ADVERTISING FORM & PAYMENT DEADLINE: FRIDAY, JULY 23, 2019

L.D. Bell High School Blue Raider Football Program sponsorship period runs from July to July of each year.



**2019 L.D. Bell High School  
Blue Raider Football Program  
Business Sponsorship Agreement**

We hereby agree to sponsor the L.D. Bell High School Football Booster Club at the \_\_\_\_\_ level by donating \$ \_\_\_\_\_ (amount).

**PAYMENT METHODS**

Sponsorships may be paid by cash, check or credit card. Sponsorships must be paid in full prior to display of signage or ordering of promotional items. Only credit cards (Visa, MasterCard or Discover) may be used to complete payment through the organization's Square payment system. All other payments may be sent via US mail for checks or emailed for Purchase Order. Make checks payable to L.D. Bell High School Football Booster Club. A non-sufficient funds fee of \$25 will be charged for returned checks. Purchase orders may be accepted under certain circumstances. If your agency requires payment by purchase order, please contact the Fundraising Director, Linda Vu at [lv88@att.net](mailto:lv88@att.net) or by phone at 817-602-3306. Payment must be received within 30 days of the PO issuance, and must be paid in full prior to display of signage or ordering of promotional items. For inclusion in the 2018 Game Day Program, payment must be paid in full by July 23, 2019.

**CONFIRMATION**

All sponsorships will be confirmed by email.

**CANCELLATION POLICY**

Cancellations received on or prior to July 23, 2019, will receive a 50% refund of sponsorship cost. Cancellations received after that date are not eligible for refunds or credit.

**PAYMENT**

Payment by credit card or purchase order may be emailed with this form to Fundraising Director, Linda Vu at [lv88@att.net](mailto:lv88@att.net) or online at [www.ldbellfootball.org](http://www.ldbellfootball.org)

Payment by check must be mailed with this form.

**AGREEMENT**

By signing below I hereby agree to the privileges that accompany this sponsorship. Sponsor agrees to pay by the above dates.

\_\_\_\_\_  
**Check or Purchase Order #** (*Payable to L.D. Bell High School Football Booster Club*)

\_\_\_\_\_  
**Card #**             VISA     MasterCard     Discover

\_\_\_\_\_  
**Security Code\***

\_\_\_\_\_  
**Cardholder Name**

\_\_\_\_\_  
**Exp. Date**

\_\_\_\_\_  
**Card Billing Street Address**

\_\_\_\_\_  
**City**

\_\_\_\_\_  
**State**

\_\_\_\_\_  
**Zip**

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**

\*Security code is the last three digits on back of card, found on signature line.