



## MASON TOUCHDOWN CLUB

### Meeting Notes

**Date:** April 8, 2024

**Time:** 6:00 PM

### In Attendance

**Team Coordinators:**

**Other Attendees:** Heather Ashurst and Sarah Dowers

**Elected 2024 Board Members:**

Bill Hugenberg (President)

Rick Boyle (Vice President)

Laura O'Connor (Secretary)

Brian Garlock (Treasurer)

Mike Hershey (At Large)

Brittany Garlock (At Large)

Carrie Rasmussen (At Large)

Jared Grundler (At Large)

### Called to Order

- By: Bill and Jerrid
- Time: 6:01pm

### Review and Approval of Previous Meeting Minutes

- Approved by: Laura and Jerrid
- Meeting was closed by: Bill and Jerrid

### Treasurer's Report

- WesBanco- \$21,895
- Bills outstanding - Bell engraving needs to be paid for upon completion. We will be paying for T-shirts (roughly \$3300)
- [School account](#)- (beverages and coaches fees only moving forward) -\$5709

- Budget ( attached and approved)

## Dine and Donate/Fundraisers

- Legacy Club - open enrollment ASAP and needs sent out before Raise365 campaign starts @ green maddness. Need to locate flier for legacy club
- Golf outing - co-chair needed to shadow Melissa. Scheduled for August 4th at Grizzly. Marketing and signups will start May 1st. Last year's profits were roughly \$10,000. Grizzly Golf to handle catering (board-approved). Deposit needs made \$250 (Brian to make payment) Brittany may have an idea of a 7th-grade parent that might co-chair.
- CometCards - Last 2 Sundays in July, 21st and July 28th Blitz days - Presale/kickoff July 8th/9th. July 29th-9th for middle school comet cards sales (Bill H chairing)
- Raise365 - Switching to Comet Card guy for SnapRaise alternative because fees are 10% vs 20%. Jimmy - Board approved the switch to Jimmy. Kick off will be at Green Madness (Bill to coordinate kick-off with Jimmy)
- dine-to-donates - Texas Roadhouse and Chipotle are potentially the only dine-to-donates for 2024. 3 for each and try to coordinate Chip with the middle school game (Laura to schedule)
- Texas Roadhouse Rolls - Andrea November 2024
- Girl Scout cookies - \$3547.50 deposited for 2024. Next event Feb 2025
- Need marketing for sponsorship levels and benefits (example attached from homerun club) (Laura to do, if approved)
- Kroger rewards - renew and push enrollment\*\* EMAIL SENT OUT March 7th to encourage enrollment (Bill to renew paperwork sent to Brian for updating)
- Need Spirit Wear link for Spring will have a new one in late April/early May- (Andrea)

## Events

- Monthly team building - Coach Castner
- April 30th - Combine
- May 14th - Green Madness (Coordinator needed) (Brittany doing pizza and water)
- May 28th - Showcase 7V7 - 6 to 8 teams - (Brittany will have limited concessions)
- June 3-6 - Little Comets Camp
- June - TEAM CAMP Miami University (Mon-Wed, need to approve contract, arrange food, and verify bussing)
- August 4th - Golf Outing (Co-Coordinator needed, approve menu, pay deposit)
- August 5th - Countdown To Greatness (Coordinator needed)

## New Business

- [Thank](#) you Cards - Cristine Cravens
- The Bell - is being etched now and payment will be due at pickup (total? Tim Maxwell)
- Verify team coordinators for the 2024 season - Dowers and Ashurst are meal moms for

Varsity and have been in touch with Liesl Freshman - They might have a change in team coordinator

- New recruiting system- Jason Kaylor <https://www.masonfbrecruiting.com/>
- Meeting room reserved for 2/5, 3/11, 4/8, 5/13, 6/10, 7/08, 7/29, 8/12, 8/19 (might not need), 9/03, 9/09, 9/23, 10/07, 10/21. The remaining dates are to be determined for playoffs. (Andrea reserved)
- 2024 volunteer signup (sent out 4.10.24)  
<https://www.signupgenius.com/go/904084FADAD29A5F85-48136305-2024#/>
- Social media - FB, player of the week, website (need volunteers)

**Mason Touchdown Club  
2024 (Proposed Budget)**

**February 5, 2024**

NET REVENUE GROUPS	Revenue	Expense	Net	2024 comments:
Apparel Sales Commission	\$ 2,000	\$ -	\$ 2,000	x-grain commission on spiritwear
Comet Cards	\$ 55,000	\$ (18,000)	\$ 37,000	assumes 300 cards (reduced by 50 in hopes more will use SnapRaise)
Concessions	\$ 70,000	\$ (49,000)	\$ 21,000	Based on 2023 Results
SnapRaise	\$ 5,000	\$ -	\$ 5,000	
Legacy Club Membership	\$ 15,000	\$ (3,000)	\$ 12,000	Assumption on available Legacy to spend in 2024
Legacy Club Annuity	\$ 6,000	\$ -	\$ 6,000	2021 founding/lifetime membership available to spend in 2024
Varsity Camp (AIA, OU)	\$ 19,500	\$ (21,500)	\$ (2,000)	
Golf Outing	\$ 19,000	\$ (7,000)	\$ 12,000	
Game Day Activity	\$ 1,500	\$ -	\$ 1,500	Program Sales, Split the Pot, etc
Misc. Revenue/Girl Scout Cookie Distribution	\$ 5,500	\$ -	\$ 5,500	
Interest Income	\$ 10	\$ -	\$ 10	
<b>TOTAL NET REVENUE</b>	<b>\$ 198,510</b>	<b>\$ (98,500)</b>	<b>\$ 100,010</b>	
NET EXPENSE GROUPS	Expense	2024 comments		
<b>PROGRAM SUPPORT:</b>				
Reserve / Contingency	\$ (9,250)	Program recognition (socials, etc), contingency		
Pre-Season Events	\$ (4,500)	Countdown to Greatness, Off-Season Training, Leadership Series		
Regular Season Activities	\$ (10,500)	Shake Crew, Equipment, Video / HUDL, In-Season Recognition		
Regular Season Events	\$ (1,200)	Homecoming, Tailgate, Little Comet, Senior Night, etc.		
Post Season Activities	\$ (8,000)	Banquet, Senior Books, Recognition, Playoffs		
<b>Sub-Total Program Support</b>	<b>\$ (33,450)</b>	<b>\$ (33,450)</b>		
<b>STAFF:</b>				
Coaches Supplies & Meetings	\$ (700)			
Professional Development	\$ (2,250)	Nike Clinic, Glazier Clinic, Little Comets Clinic		
Staff Apparel	\$ (12,000)	Need a quote for 2022 (Tim)		
Stipends	\$ (20,000)	Staff Stipends paid through school account		
<b>Sub-Total Staff</b>	<b>\$ (34,950)</b>	<b>\$ (34,950)</b>		
<b>HOSPITALITY:</b>				
Coaches Meals/CA Meals	\$ (2,500)			
Freshman Meals	\$ (4,000)			
Middle School Meals	\$ (7,000)			
Senior Dinner	\$ (1,500)	Dinner for seniors		
Varsity Meals	\$ (12,000)	Need to understand the donated meals, etc		
<b>Sub-Total Hospitality</b>	<b>\$ (27,000)</b>	<b>\$ (27,000)</b>		
<b>ADMINISTRATIVE:</b>				
Board Expenses	\$ (1,000)	Insurance, Meeting Costs, etc		
General Administrative	\$ (610)	PO Box, Stationary, Postage, etc		
Website/Technology	\$ (3,000)	Website, Go Daddy, Phones, etc., Recruiting Tool		
<b>Sub-Total Admin</b>	<b>\$ (4,610)</b>	<b>\$ (4,610)</b>		
<b>Grand Total</b>	<b>\$ 198,510</b>	<b>\$ (198,510)</b>	<b>\$ -</b>	

Check \$ -

# MASON HOMERUN CLUB SPONSORSHIP LEVELS

## SUPPORTING THE MASON HIGH SCHOOL BASEBALL PROGRAM

Our goal is to raise local business and corporate funding for the Mason Baseball Program to support player development, training, and team needs for:

### Varsity JV Green & JV White

We appreciate your sponsorship consideration to support our 2024 season. The program is committed to supporting our business partners accordingly and building lasting community relationships.

#### CONTACT INFO:

**Katie Cox**  
Mason Home Run Club  
President

[masonbaseballhomerunclub@gmail.com](mailto:masonbaseballhomerunclub@gmail.com)

#### OR:

**Jamie Landheer**  
Mason Home Run Club  
Fundraising Coordinator

[Jamielandheer@gmail.com](mailto:Jamielandheer@gmail.com)



## THE FAN: \$250 DONATION

- Your business logo & link on our website & app.

## THE SUPER FAN: \$500 DONATION

### The Fan Sponsor benefits, PLUS...

- PA verbal recognition as a "Super Fan" before every JV & Varsity home game!

## THE HOME RUN: \$750 DONATION

### The Super Fan Sponsor benefits, PLUS...

- PA verbal recognition as a "Home Run Fan" before every JV & Varsity home game!
- 2 complimentary admissions to our annual Mason Baseball Bash!

## THE GRAND SLAM: \$1000 DONATION

### The Home Run Sponsor benefits, PLUS...

- PA verbal recognition as a "Grand Slam Fan" before every JV & Varsity home game!
- 1 Reverse Raffle Ticket & Admission for 2 guest to our annual Mason Baseball Bash!
- Social media mentions on our Mason Baseball Facebook, Instagram, & X pages!

## THE MAJOR LEAGUE: \$2500 DONATION

### The Grand Slam Sponsor Benefits, PLUS...

- PA verbal recognition as a "Major League Fan" before every JV & Varsity home game!
- 2 Reverse Raffle Tickets & Admission for 4 guest to our annual Mason Baseball Bash!
- Business advertisement that populates on the Mason Baseball Website and Team App.
- Your business logo (large print) on the portable signage at the Varsity Field Concessions Pat

