

Mira Costa High School



Manhattan Beach, CA 90266

**2010-2011 Mira Costa High School
Boys Basketball Program
CostaBasketball.com**

TO: Mira Costa Boys Basketball Team Parents:

The Boys Basketball program survives on the active participation and fundraising efforts of all team members and families. The Basketball Program book is a yearbook created to commemorate the season. Last year the program book cost \$3700.00 to produce. Every player is expected to sell ads to cover the program book costs and create additional income to help fund the program expenses.

All team members are expected to sell a minimum of 1 page worth of advertising in 2010-2011 program. These ads can be sold to local businesses to advertise their services or sold to family members to place a tribute ad to an individual player or team. A quarter page minimum ad is required if a photo is to be used in an ad. Past tribute ads have been dedicated to players, teams, or in memory of relatives. A simple way to meet this minimum is to place a half page tribute ad to your son or team.

Please make copies of the ad form to keep in your car and take them with you when you make purchases at local businesses such as restaurants, dry cleaners, insurance companies, car dealerships/repair shops, physicians, dentists, orthodontists, florists, hair/nail salons, etc.

Minimally, all of the families in the basketball program will see your ads. Sponsors of full page ads will have the additional benefit of having their business name advertised on the electronic score board in the gym.

Please turn in ad form, ad copy, and money for ad to [Tim Cooper \(athletic trainer\)](#). If you would like to personally deliver a copy of the program book to vendors that have purchased ads to thank them for their support, indicate so on the ad form. Copies of the program books will be given to the team moms after printing for distribution to ad sponsors as requested.

In addition, we will sell additional copies of the books at all of our home games to raise money for the program. The books make great gifts for family, friends, and fans. 100% participation is expected for all team members. Please feel free to email me any questions you have regarding the ads to vacresy@aol.com. Please list Mira Costa Basketball on the subject line of your email.

Sincerely,

Veronique Acres
Boys Basketball Program Administrator