

2013 Football Program -- As of 9/17/2013

2013 Budget: \$2,000 2012 Expense: \$ 1,762.81
 Publisher: SmartPress www.smartpress.com in Chaska...phone # is 1-888-934-6909
 2013 Ad Revenue Goal: \$3,000 2012 Total Revenue: \$ 3,524.00
 Sell for \$2 each at Home Games 2012 Profit: \$ 1,761.19

SmartPress Account under: NBAAA - Dennis Hensch (10% discount)
 -- Submit early on w/e, 1 day approval, 3 days processing

Timeline	Prelim Draft:	n/a
	Pictures:	8/20
	Final Draft:	8/23/2013
	Submit to SmartPress:	8/25
	Approve:	8/26
	Pickup:	8/29 noon

May have to Xpedite add's \$650

Responsible Party	Task Description (Highlighted in Red - Done)	Program Content:
Vicki Klun	List of Home Game Events (parent day, teacher's appreciation, etc.) Quarterback Club Article - 8/7 will use last year's on Back Cover if possible, increase QB Club logo and reduce Viking's head	Andrea Grote Dedication Page -battling cancer Senior Pictures / Bios Coaches and Trainer Pictures / Bios 2013 Theme - Keep Your Dreams Alive Cover Picture: 5 little boys w/jersey Varsity / 9th Grade Team Pictures Youth Team Pictures/Names Cheer Squad Pictures/Names, Super Fans (no) Candid Pictures / Position / Buddy Pictures All Fall Sports Team Pictures w/names Team Manager Pictures w/names Game Schedule Roster Fall Sports Varsity Game Schedules Skol Vikings Song Home Game Events Quarterback Club Article - Back Page Ref Signals School District "Ad" Acknowledgements Advertisements School Song Football Quotes Home Game Events
Mike Klun	Youth Team contacts to Traci for Youth Pictures Coach / Trainer Bio (form by Lori Dahle) - To Nitti - Return by 8/20 - 8/23 am	
Jody Klein OR Bridget	Thank You to Merchants (create template and forms for all Businesses) Create "thank you package" to include: Tax Receipt and 2013 Program	
Chris/Barb	Create Invoice and send to Chris Steele	
Lori Dahle	Senior Bios - Send to Alice New Players Bios / Sendoffs Create Coach / Trainer Bio form and send to Vicki Senior Sendoffs - \$10 - Send to Alice New Seniors from Registration Night (3 new) Send list of Seniors to Barb	
Traci Schultz	Missing any Seniors - Pictures at FFF Event Varsity, JV and 9th Grade teams - 8/20, along with LifeTouch Youth Team Pictures/Names: August 12/13 (with uniforms, if possible) Football Program Cover - Little Boys, scheduled for August 14th at 6pm Pictures of other Fall Sports: Volleyball 8/21 Lori - Candid Pictures at FFF Event and Life Touch Picture Day Picture of "Chain Gang" and/or Honor Guard at future game - add to Acknowledgements	

Alice Peterson
and Jim

Attain copy of Software and working program from Eric Linder
Collect all content from Barb, Lori, Vicki, Traci
Add all Advertisements - from Chris
Make final Proof Ready copy for Committee for Final Review - 8/23
Deliver final software to SmartPress - 8/26 around 1:45pm - 3 day turnaround
Focal Point w/SmartPress for questions
Dennis Hensch will pick up Completed Product from SmartPress

Acknowledgements Page

Pictures Provide By:	Dairy Queen
- LifeTouch	Smokey Joe's
- Traci Schultz	Honor Guard
- Kristina Grand	Chain Gang
	Olson's
	Bernick's

Chris Steele

Template for Merchants - Due early to mid-July
To include information: size/price/format/tax receipts/payment options/new or renewal
Create and maintain a list of all "Football Program Advertisers" - follow up to ensure payment
To Include: 1) Name/Contact/Address, 2) AD details 3) Payment and 4) Artwork received
Collect all Artwork from Businesses and send to Alice
Send email to last year's Advertisers (that have not responded as of 8/7) with the form and a copy of the ad

Barb Hensch

Business List from the Chamber of Commerce
Work with Captains on "Business Blitz"
Three teams/zones: 1) Scott/Tony, 2) Brandon/Michael, 3) Dylan/Rylie
Met w/Captains on July 18 - Reviewed effort and goals
Goal: 50 Advertisements (2012 34 Advertisements) - As of 8/18 we have 34 Ads
Timeframe: July 22-26
Businesses to sent Ads to Chris Steele by August 2nd, with payment by August 15th
Pictures: Coordinate with AD or Tracie for Fall Sport Pictures. Status: LifeTouch will be taking all Fall Sports pictures on August 20th.
Contact all Fall Sports Coaches - regarding the need for names, once pictures are taken
Status as of 8/18: Cross Country will send picture on Thursday pm, Traci will take Volleyball picture on 8/21 at 8am,
Barb to take Tennis picture on 8/23 at 8am and FB Coaches picture at 11:15 on 8/22
Names for the Football team pictures (Varsity and 9th Grade)
Set up Picture timeframe and venue for Cover Picture / Coordinate w/Traci - Scheduled for August 14th at 6pm
August 14th at 6pm at the HS Practice Field
- Arrange for Red Jerseys/helmets
- Boys: 2 Thauwald's, Carson Klein, Noah Doohen, Josh Klass
Set Up Initial Arrangement with SmartPress - Talked with Sarah on 8/7
Create 1/2 page "ad" for the School District (instead of the Welcome Page)
Andrea Grote Dedication - Talked with Christine Bettendorf, who will in turn talk with Kevin
Include paragraph on "all those fighting the battle w/cancer"

Brett Carlson

Varsity, 10th and 9th Grade Schedules - Barb to give to Alice (from the School - Mississippi 8 website)

(Barb to get from Carlson) **Football Roster - received from Coach Jackson on 8/21**
Life Touch Picture Day Dates / Contact - Scheduled for August 20th

Fall Sport Coach Contact Information - School District Website access

All: **Number of Copies this year? 450**
 2012 - 650 copies
 Charge Varsity Players (probably yes)

450 w/3 day turn around:	\$ 1,333.59
450 w/2 day turn around:	\$ 2,000.39
400 w/3 day turn around:	\$ 1,202.33
400 w/2 day turn around:	\$ 1,803.50

Home Game Events

As of 8/18 Ad Total: \$ 2,855.00

8/29 Varsity Home Opener vs. Rogers *Youth Night*

9/6 Varsity @ Monticello

9/13 Varsity vs Cambridge @ Home *Hall of Fame Game, Tackle Cancer Game, Senior/Teacher Appreciation Game*

9/20 Varsity @ Duluth Denfield

9/27 Varsity vs Duluth East @ Home *Homecoming*

10/4 Varsity vs Chisago @ Home *Senior and Parent Night*

10/11 Varsity @ Princeton

10/16 Varsity @ Big Lake

	Black	Color
Busines Card	\$ 25.00	\$ 40.00
1/4 Page	\$ 50.00	\$ 75.00
1/2 Page	\$ 100.00	\$ 150.00
Full Page	\$ 200.00	\$ 300.00

Seniors	12 Players	2 Managers
	Dylan Dahle	Emily Carlson
	Brandon Thauwald	Arynn Downey
	Riley Jacobson	
	Seamus Hunter	
	Tony Denn	
	Andrew Peterson	
	Cody Handt	
	Scott Yaeger	
	Pierce McKie	
	Sam Slaughter	
	Mitch Anderson	
	Sean Wood	

	2012	2013
Production Expense	\$ (1,762.81)	\$ (1,333.69)
Advertisement Revenue	\$ 2,890.00	\$ 2,855.00
Parents Revenue	\$ 260.00	
Sales	\$ 374.00	\$ 120.00
Current Profit:	\$ 1,761.19	\$ 1,641.31

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