

August 21, 2023

Dear Parent(s),

As the new school year is beginning, I would like to invite you to advertise with us in the Athletic Program book this year. We greatly appreciate all the support you have given to our programs, **and I invite you to participate in an advertising opportunity that is RESERVED for CURRENT Bishop Ward parents ONLY during the 2023 – 2024 school year.**

We are offering parents a special Advertising and Athletic Pass combo package. For \$100, you can purchase a personal ad that is 1/8 of a page (roughly the size of a business card) and a Single Athletic Pass. For a business advertiser, this would cost \$245. For \$130, you can purchase a personal ad that is 1/8 of a page and a Family Athletic Pass. This could cost a business advertiser \$275. **These special advertising prices are only for personal Parent/Family Ads ONLY and may not be used for business advertising.** There are additional ad sizes and combo packages listed on the Parent Advertising & Athletic Pass Contract that is included with this letter.

The Parent/Family ad prices are significantly less than business advertising ads. We want the program book full of family ads supporting your favorite Cyclone! If you have a business that you would like to advertise in the program book, please contact Ms. Angie Gregory for the business advertising rates.

We will have a special "Parent/Family" section in our Athletic Program book featuring your ads. At the bottom of this letter is an illustration of what a parent ad may look like. Your ad will be in the Athletic Program book the entire school year, for the Fall, Winter, and Spring sports. The ads may be changed with each season that your student participates in. The "Parent Advertising & Athletic Pass Contract" is on the next page. Please fill out the form with your information and return it with your payment to Ms. Gregory. We will get your Athletic Pass to you as soon as possible.

Please note: ads are placed in the book in the order that they are received on a first-come, first-served basis. There is no deadline for the ads or for purchasing an athletic pass. They can be purchased during the entire school year.

All the funds earned from advertising go directly back to the students and their activities and teams. The advertising opportunities we offer here at Bishop Ward High School are a great chance for you and your family to show your support for your special Cyclone.

The success of our programs and our student-athletes could not happen without you, our Cyclone parents and families. You are our greatest fans and supporters! We thank you for choosing Bishop Ward High School for your student and for believing in our mission of educating "each individual body, mind and soul in Christ." Thank you for your time and consideration. I look forward to hearing from you soon!

If you have any questions about advertisements or athletic passes, please do not hesitate to contact me or Angie Gregory, our Assistant Athletic Director, at 913-371-1201 or by email at amgregory@wardhigh.org.



Mr. Mike Beaven
Athletic Director
mbeaven@wardhigh.org


Sample 1/8 page Family Ad:

Good Luck, Zach!

We wish you the best your Senior year! Good luck in Football and Baseball!

We are very proud of you!

Love,
Mom, Dad, & Jake



GO CYCLONES!

Bishop Ward High School
708 N. 18th St., Kansas City, KS 66102, 913-371-1201, www.wardhigh.org
2023-2024 Parent Advertising & Athletic Pass Contract Form

Name: _____

Student Name(s): _____

Phone: _____ Email: _____

Address: _____

Delivery Options: (Please circle how you want us to deliver your Athletic Pass to you.)

Send it home with your student.

Mail your Athletic Pass to you at your home address.

***Please review the following Advertising/Athletic Pass information
and circle all options that apply to your purchase.***

Program Book & SINGLE Athletic Pass

Combo Packages

1/8 Page & Single Pass	\$100
1/4 Page & Single Pass	\$130
1/2 Page & Single Pass	\$160
Full Page & Single Pass	\$175

Program Book & FAMILY Athletic Pass

Combo Packages

1/8 Page & Family Pass*	\$130
1/4 Page & Family Pass*	\$160
1/2 Page & Family Pass*	\$190
Full Page & Family Pass*	\$220

Athletic Pass ONLY

Single Pass	\$75
Family Pass*	\$100

*Please Note: If you purchase a family pass, you will be issued TWO passes.

Family Passes are limited to 6 people TOTAL and the pass is only issued to the person's name that appears on this contract.

Do you need help designing an ad?

Would you like information on buying a banner, or advertising for a business?

Please contact Angie Gregory as soon as possible at 913-371-1201 or amgregory@wardhigh.org.

All Advertisers: Please Email all advertisement graphics directly to: Angie Gregory at amgregory@wardhigh.org. Please use a Microsoft Word, Publisher, .jpg format or .png format.

**Please send all contracts with ads & payment to Ms. Gregory as soon as possible!
Ads will be placed in the program book in the order they are received and
on a first-come first-served basis.**

Payment Information

Total Amount Enclosed: \$ _____

Payment Method: (circle one) Check Cash Credit Card

Checks payable to: BWHS Athletics. In the memo line, specify "2023 Athletic Pass Only" or "2023 Pass/Adv. Combo."

Credit Card: (circle one) AmEx Mastercard Visa (please add a 3% processing fee for credit cards)

Name on Card: _____ Expiration: _____

Card Number: _____

Card CSC or CVV on card (3 digit number): _____

Total Amount to Charge (add 3% processing fee): _____