



TRAVERSE CITY WEST ATHLETIC BOOSTERS

Monday, May 5, 2016

Coaches:

The 2015/2016 school year was a great success for our Athletic Booster team. In general, the sport teams performed well and from a Booster perspective, 15 out of 20 teams (75%) met their minimum requirements by participating in the three main Booster organized fundraisers. What does this mean? More teams are reaping financial rewards from that effort than ever before! What will make 2016/2017 even better? All teams participating and taking advantage of what The Boosters has to offer. Because of the current effort, we were able to do the following in 2015/2016:

- Awarded \$3,500 (9 seniors) in Booster Scholarships
- Generated over \$10,000 in gross revenue from the Spirit of Traverse City Family Bowling Night
- Generated over \$13,000 in gross revenue from the Annual Golf Outing
- Generated over \$38,000 in gross revenue from the All-Season Sports Program
- Fronted \$12,000 in NEW Championship banners for the gym
- Granted \$18,350 in Booster requests...paid directly to teams

In an effort to continue the momentum, in 2016/2017 your athletic program will be responsible for \$1500 per year membership dues.

What services do teams receive in return for their \$1,500 fee?

- Weight Room Supervisor
- Website/Domain/Email Maintenance
- Deposit/Check Processing/Accounting
- Ability to solicit donations as a part of a 501 c3 organization
- Fund Raising Supervision/Assistance
- Long term capital expense planning and saving

In addition to the dues, we also request each team satisfies the minimum fundraising activity requirements outlined

Traverse City West Athletic Boosters
5376 N. Long Lake Road
Traverse City, MI 49685

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for your team...these are based on the number of athletes involved in your sport. We also request a representative (coach, parent, etc.) to attend all monthly Booster meetings....typically held on the 3rd Monday of each month. If proper participation is met, then your team is eligible to receive the following benefits.....

- Booster Grant Requests....mainly tangible items (i.e. scoreboard, uniforms, etc.)
 - Priority will continue to be on the renovation of TC West outdoor sports facilities as well as other ideas that come from submitted Project Request Forms
- Ability to nominate Senior Athletes for Booster Scholarships
- Camp Scholarships for qualified athletes
- \$300 per year Coaches Clinic Stipend

Please know, the \$1500 membership dues will be deducted from the team accounts on the following dates. Fall Sports - 10/14/16. Winter Sports - 2/17/17. Spring Sports - 6/2/17.

The Boosters will Manage/Supervise/Assist a minimum of 3 fundraisers on an annual basis to not only help teams reach their \$1500 fee, but also accumulate funds needed specifically for your program. At this time we are planning on those fundraisers being...

1. Spirit of Traverse City Family Bowling Night (June 15, 2016)
2. Titan Fall Golf Outing (September 11, 2016)
3. TC West All-Season Sports Program (ads can be sold throughout the year)

Great communication with your parents and staff and focused effort are THE KEYS to having fundraising success for the year. Please know, we don't expect teams to drop other successful fundraisers that have been established in the past, but be thoughtful of parent fundraising fatigue. If you focus on the fundraisers The Boosters offer, you should accomplish many if not all of your financial goals.

If you would like a representative of The Booster Board to attend your parent meeting, please let us know. We are here to support your Titan program.

Go Titans!

Adam Warren
President - Traverse City West Athletic Boosters

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