



Rusty Dowling, Executive Director of Athletics
 Debbie Decker, Assistant Director of Athletics
 Todd McVey, Assistant Director of Athletics
 Charlie Stevens, Assistant Director of Athletics
 Gayle Jones, Aquatics Coordinator

Kathy Mathis, Administrative Asst. to Ex. Director of Athletics
 Beth Sumrall, Athletic Department Secretary
 Sherry Kozel, Financial Secretary

February 1, 2011



Dear Katy ISD Football Program Advertiser:

The athletic booster clubs from our six high schools, Seven Lakes, Morton Ranch, Cinco Ranch, Katy, Mayde Creek, and James E. Taylor are preparing to begin selling ad spaces for the 2011 Katy ISD football programs.



Each school booster club will be selling ad spaces for all high school football programs to help generate revenue for the support of our KISD sport programs. We will host a minimum of 30 varsity football games next season at Rhodes Stadium. During that season your ad in the football program will be exposed to more than 100,000 fans attending these thirty games.



These six high school booster club groups are the only sanctioned football ad sale groups that have been approved by the Katy ISD athletic office for the 2011 season!

The funds generated as a result of these ad sales will go directly to the booster club of each high school to be used to support all girls and boys athletic teams on that campus.



As a result of purchasing a one-half page or full page ad, each vendor will have the option to purchase two passes good for general admission for "holder only" to any Katy ISD regular season athletic contest played inside the boundaries of our district. This pass is good at junior high and high school regular season sporting events, but will not be valid at playoff contests or tournaments sponsored by an outside organization.

Advertisers may choose to place an ad in any one or all of our high school football programs.



Attached is a contract, which describes the cost of the various size ads and can be filled out at your convenience. A camera-ready copy of your ad, the original contract, and your check made payable to the appropriate school athletic booster club can be sent to the representative indicated on the contract. Please return your ad, completed contract, and check on or before **July 21st, 2011**. If you have any questions, you may contact the representative listed on the contract. Your prompt response is certainly appreciated.

If you have questions regarding the authenticity of this ad sales program or this letter, please contact me at once! Your support of the student-athletes at our high schools is deeply appreciated.

Sincerely,



Rusty Dowling
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