



OAK LAWN COMMUNITY HIGH SCHOOL

SPARTAN ATHLETICS

DISTRICT 229

Kevin McKeown
Oak Lawn Community High School
9400 Southwest Highway
Athletic Director
kmckeown@olchs.org
708-741-5623

To Whom This May Concern,

My name is Kevin McKeown and I am the Athletic Director at Oak Lawn Community High School. I want to first say thank you for taking the time to read this letter. Our athletic department is excited to roll out the fourth year of our Spartan Business Alliance program this summer. Last year we had over 15 local businesses join our partnership whose tax-deductible donation helped us expand on professional development for our staff, engagement opportunities for our student-athlete leadership program, as well as assist individual programs in purchasing supplies and equipment. We're hoping you'll review the included documents and strongly consider joining the S.B.A. for the 2018-19 school year.

As a lifelong athlete and coach, and now athletic administrator, I have personally seen how great athletic programs help bring a community closer and create a stronger, more welcoming image for the school and community as a whole. I strongly believe it is important to instill in our athletes a sense of community and have them realize that small and medium-sized businesses are the cornerstone of our local economy, making up more than eighty-five percent of our labor market. And, just as we try to attract the best athletes in our district, your businesses work hard to attract new consumers. I know that through a strong partnership we can work together to build a strong local economy as well as maintain a highly successful athletic department.

Attached with this letter is a blueprint for the Spartan Business Alliance, or S.B.A. The purpose of this alliance is to both increase our budgets through fundraising, and help our local businesses through advertisement and volunteer support. Our partnership has three different levels of support that offer additional incentives for each higher level. If at all possible, I would love an opportunity to sit down with your management team to discuss in more detail the benefits of this program and the many great things we currently have happening at Oak Lawn Community High School. Thank you in advance for your time and please feel free to call or email me. *Go Spartans!*

Sincerely,

Kevin McKeown
Athletic Director
kmckeown@olchs.org
708-741-5623
Oak Lawn Community High School

SPARTAN BUSINESS ALLIANCE

Spartan Business Alliance is a community partnership program between Oak Lawn athletics and local area businesses and corporations. The program is designed to provide our athletic programs with fundraising opportunities in exchange for business endorsements and advertisement opportunity.

Our athletic department has done much in the last five years to raise the bar on our coaches, athletes, and booster club. With raising our expectations on our programs, it's important to provide them additional resources. Your financial assistance can help our kids reach their goals and surpass all expectations. Please consider donating at any of the levels detailed in the table below:

Platinum Pride Level	Spartan Pride Level	Spartan Level
\$1,000	\$500	\$250
<ul style="list-style-type: none"> - Pre-game, end-of-quarter, Half-time, and post game announcement at all home varsity games w/ announcer (100 contests per year) - Full page advertisement in our Spartan Partnership AD book - Name on the back of our Spartan Screamer Super Fan t-shirts (available free to student body) - Certificate of Appreciation and plaque (8x10) to hang in office/lobby - Free admission to ALL HOME ATHLETIC EVENTS for up to 6 people - Advertisements displayed on Spartan lobby TV screens - Advertisements displayed on digital, web-based scheduling system - On-site vending opportunities for major school events (signage, announcements, distribution of materials) 	<ul style="list-style-type: none"> - Half-time and post game announcements at all home varsity games w/ announcer (100 contests per year) - 1/2 page advertisement in our Spartan Partnership AD book - Name on the back of our Spartan Screamer Super Fan t-shirts (available free to student body) - Certificate of Appreciation and plaque to hang in office/lobby (5x7) - Free Admission to home football and boys basketball games (2 people) - Advertisements displayed on Spartan Lobby TV screens 	<ul style="list-style-type: none"> - Half-time announcement at all home varsity games w/ announcer (100 contests per year) - 1/2 page advertisement in our Spartan Partnership AD book - Name on the back of our Spartan Screamer Super Fan t-shirts (available free to student body) - Certificate of Appreciation to hang in office/lobby

SPARTAN BUSINESS ALLIANCE

How We Can Help You!

As a member of our organization let us work for you by using our resources to advertise for your company. Some ways in which we can promote your business are running advertisements on our school TV screens 24-7, multiple announcements at more than 100 varsity athletic contests, displaying company banners, sharing your support with more than 1,800 current OLCBS families and more than 3,000 alumni, placing your company in our ad books, and even having you on campus during any of our many campus events (Sports Awards Night, Parent-Teacher Conferences, etc.)

If you could please strongly consider becoming a member I would be extremely grateful. I would also love the opportunity to meet with you at your place of business if that works better for you. If you want to become a member please detach the bottom portion of this sheet and return it with a check made payable to OLCBS to the following address:

Oak Lawn Community High School
ATTN: Athletic Director
9400 Southwest Highway
Oak Lawn, IL 60453

Thank you again,

Kevin McKeown
Athletic Director

Company Name: _____

Contact Person: _____ Phone: _____

Contact Email: _____

Membership Level:

_____ Platinum _____ Spartan Pride _____ Spartan _____ Other

- *If Platinum or Spartan Pride please provide us with exactly what you would like your advertisement to show (name, address, phone, website, email, etc.) for our ad books and TV Screens.*
- *All Platinum members will be contacted by me to set up on-site vending opportunities for the fall semester including our freshman family night and Fall Athletic Showcase night.*