



Walton Raiders Baseball



2012 SEASON *TEAM INFORMATION*



Walton Kick Off Meeting Agenda

August 21st

- Welcome*
- Fall Expectations*
- Field of Dreams*
- Financial Goals/Objectives*
- 2010/2011 Financial Review*
- Golf Tournament*
- Corporate Sponsorships*
- Closing Remarks*

Gary Rzucidlo

Coach Amos

Gary Rzucidlo

Gary Rzucidlo

Jeff Szweg

Tom Bohan

Steve Wrenn

Gary Rzucidlo

Coach Amos

- *Coach Introductions*
- *Fall Ball*
- *Fall Workouts*
- *Cobb County Drug/Alcohol Policy*
- *Grade Requirements*
- *Physicals*
- *Spring Break*

2011 – 2012 Dugout Club Board Members

- **President:** Gary Rzucidlo (10)
- **Vice President:** Chuck Hale (12)
- **Treasurer:** Jeff Szwec (11)
- **Secretary:** Lisa Hale Thomas (12)
- **Facilities:** Chuck Hale (12)
- **Concessions:** Maria Barnette (10)
- **Sponsorship:** Steve Wrenn (11)
- **Event Fundraising:** Tom Bohan (11)
- **Social:** Cindy Donnell (10)
- **Website:** Lisa Hale Thomas (12)
- **Team Spirit:** Lisa Hanner (11)
- **Advisory:** David Barr
- **Freshman-at-Large:** Open



Walton Dugout Club

2012 Fundraising Objectives

- *Operating Budget - \$1,500 Per Player*
- *How families can achieve*
 - *Corporate Sponsorships (Dollar for Dollar Credit)*
 - *Water Sales (2) October and February*
 - *Letter Writing Campaign*
 - *Summer Hours Credit **
 - *Check*

** For students who worked 20 hours or more this summer/fall will receive a \$100 credit toward the \$1,500 fees. Each student will also receive one hour of community service credit for every hour worked.*

FIELD OF DREAMS

- *Objective: Raise \$500K to make dramatic enhancements to the baseball facility*
- *Project completed in Phases – Total completion in 3 - 5 years*
- *Phase I*
 - *Goal to start by Fall 2012*
 - *New Metal Hitting Facility*
 - *Varsity Locker Room*
 - *JV Locker Room*
 - *Dugout connected to Locker Rooms*
 - *Hitting/Pitching Lanes*
 - *Second Level Seating*
 - *Second Level Storage and Office Space*

FIELD OF DREAMS

- *Phase II*

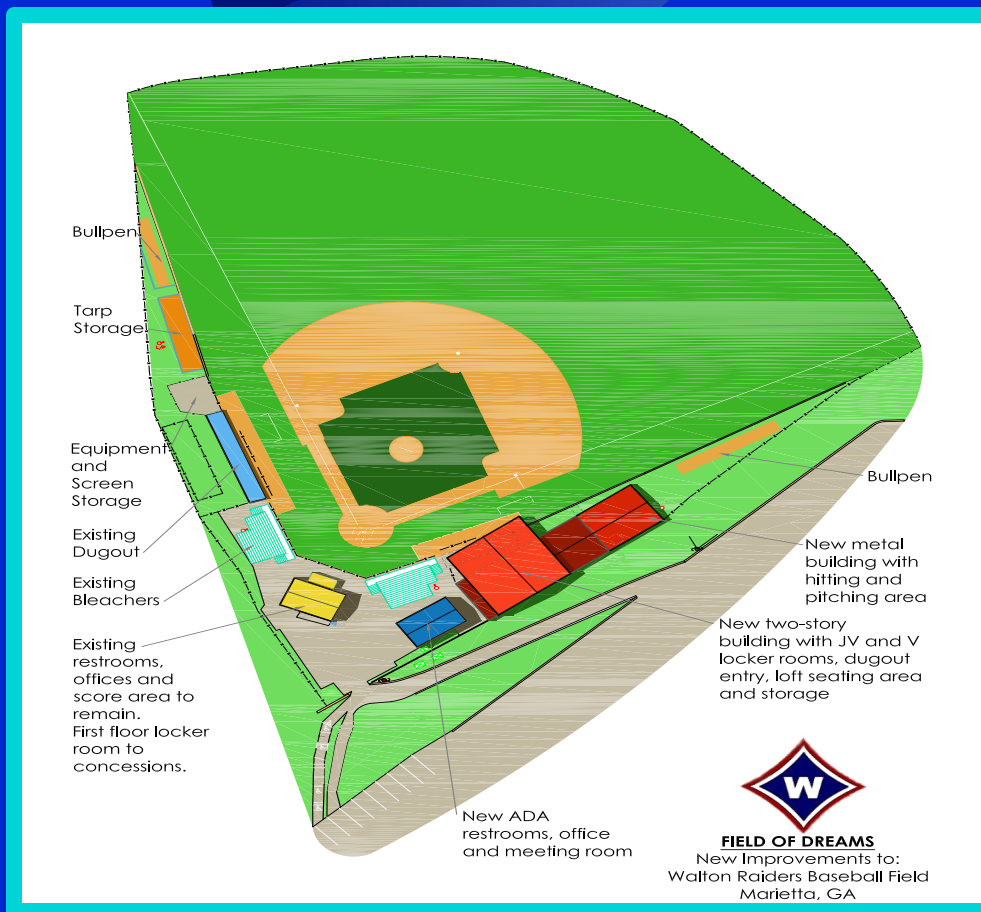
- *Expanded concessions area to include:*
 - *Grill and Fryer*
 - *Vented Hood*
 - *Refrigerator*
 - *Freezer*
 - *Work Table*
 - *Storage*

- *Phase III*

- *Convert existing varsity locker room into two ADA compliant restrooms and office with film room.*
- *Miscellaneous Items Desired*
 - *Tarp Storage*
 - *Field Equipment Storage (2)*
 - *Reserved Seating behind home plate*
 - *Bleacher Awning to block sun*



FIELD OF DREAMS



FIELD OF DREAMS

Capital Campaign - \$500K

- *Fall/Spring Objective* *\$125,000*
- *How we will raise money:*
 - *Golf Tournament* *\$75,000*
 - *Foursomes – Minimum one per family*
 - *Sponsors*
 - *Silent Auction Items*
 - *Raffle Items*
 - *Ladies Luncheon* *\$5,000*
 - *Home Run Derby* *\$25,000*
 - *50/50 Raffle @ \$25* *\$5,000*
 - *Laser Show* *\$7,500*
 - *Company Matching Funds* *\$3,000*

Players will receive the following incentives:

- Raise \$100*
- Raise \$1,000*

Field of Dreams T-shirt

Raider Spirit Kit

Dry Fit Shirt

Shorts

Batting Gloves

Duffle Bag

- Drawings:*
 - \$1,000*
 - \$1,500*
 - \$2,000*

1 Raffle Ticket

2 Raffle Tickets

3 Raffle Tickets

Each additional \$500 receives 1 additional raffle ticket

1st Drawing \$300 Gift Card

2nd Drawing \$200 Gift Card

3rd Drawing \$100 Gift Card

Top Sales Person \$300 Gift card

2nd \$200 Gift card

3rd \$100 Gift card

- *Players will form teams of (3) tonight:*
- *Top team (minimum sales \$5,000) will receive a \$250 gift card per team member*
- *Items that count towards Player Goals*
 - *Hole Sponsor with Foursome \$1,400*
 - *Foursome \$800*
 - *Pennant Winner \$600*
 - *Silent Auction Items (bid price)*
 - *Home Run Derby*
 - *50/50 Raffle tickets*
 - *Cash sponsorship at \$2,500 and above will be considered as a hole sponsor with foursome at \$1,400*

Students who do not make the team but have raised money throughout the Fall/Home Run Derby will receive Four (4) community service hour credits for every \$100 raised for Walton Baseball.

Cash Donations

Golf Sponsorship Credit Towards \$1,500

- *Grand Slam* \$1,500
- *Perfect Game* \$1,500
- *MVP* \$300
- *7th Inning* \$300
- *The Cycle* \$300
- *Hole Sponsor w/ Foursome* \$300
- *Golden Arm* \$300
- *Home Run* \$300
- *Pennant Winner* \$300

No guarantees...

- *Not for Freshman, Sophomores, Junior or even Seniors*
- *Regardless of how much you bring in...
play is earned on the field*



FIELD OF DREAMS GOLF OUTING



Monday, November 7th
Atlanta National Golf Club



Atlanta National Golf Club

- *Pete Dye designed Championship Course*
- *25 Minutes away in Milton*



Some Questions

- *Why Monday?*
- *Why not a more local course?*
- *What does it cost?*



FIELD OF DREAMS

Golf Tournament

- *\$800 per foursome / \$225 Individual Player*
- *Includes:*
 - *Greens Fees*
 - *Cart*
 - *Golf “goody bag”*
 - *Lunch*
 - *All Drinks, including beer and wine*
 - *Reception and Silent Auction*
 - *Dinner Catered by Longhorn Steakhouse*
 - *Hole in One – Kia Sorento from East Cobb Kia*

Please Support our Main Fund Raiser for Walton Baseball

- *Chance to meet the coaches, parents and former players*
- *Opportunity to entertain friends or clients at one of the region's premiere golf courses*



Making our Dream a Reality

- Request that each family obtain a Sponsorship for a Foursome



Walton Baseball Golf Outing
Field of Dreams

NOVEMBER 7, 2011
Atlanta National Golf Club
Reserve your foursome now!
Registration opens 10 am
Shotgun Start at 12:30 pm
(rain or shine)

www.waltonbaseball.org

Hole in One wins
a Kia Sorento from:



Team: \$800
Individual Player: \$225
Sponsorships available
Includes: Cart & Green Fees, Box Lunch, Evening
Reception sponsored by Longhorns, Prizes, Raffle and
Silent Auction to follow golf

For additional information, please contact:
Tom Bohan 678-994-5195 tom_bohan@homedepot.com
Jim Goyer 678-776-3134 James.Goyer@skanska.com
Jed Donnell 770-655-6264 James.a.donnell@aexp.com

Payment Methods:
Make checks payable to the Walton Dugout Club.
Mail check or CC info with Registration Form to: **-OR-**
Tom Bohan
4821 Bellingham Drive
Marietta, GA 30062
Fax: 770-594-8717

Company: _____
Player 1: _____
Player 2: _____
Player 3: _____
Player 4: _____
Team Contact: _____
Contact Email: _____
Contact Phone: _____
Walton Contact: _____
Credit Card #: _____
Exp. Date: _____ **Sec. Code:** _____
Billing Zip: _____

Making our Dream a Reality



Walton High School
Baseball Program

FIELD OF DREAMS

	Grand Slam Sponsor	Perfect Game Sponsor	7th Inning Stretch Sponsor	MVP Sponsor	The Cycle Sponsor	Hole Sponsor w/ Foursome	The Golden Arm Sponsor	Homerun Sponsor	Golf Foursome	Pennant Winner Sponsor	Designated Hitter Sponsor	Double Sponsor
Sponsorship Level Pricing	\$7500	\$5000	\$2500	\$3500	\$2000	\$1400	\$1000	\$1000	\$800	\$600	\$250	\$150
# of Foursomes	2	1	1	1	1	1			1			
# of VIPs	2	1	1	1	1							
# of Tickets to Reception	8	4	4	4	4	4			4			
Opening or Closing Remarks at Ceremony	•											
Clubhouse Signage	•	•										
Company Logo on Beverage Cart			•									
Company Logo on Event bags				•								
Company Logo on Prize Table					•							
Signage at Designated Hole						•				•		
Booth or Display at Hole							•	•				
Inclusion of Golf-related Giveaway in bags											•	
Company Logo on Marketing Material	•	•	•	•	•	•	•	•	•	•		
Hole Signage	•	•	•	•	•							•
Sign Placement on Walton Scoreboard (4x4 or 2x8)	•	•										
Large Sign on Sponsor Board at Raider Mountain (2x2)				•	•	•	•	•		•		
Small Sign on Sponsor Board at Raider Mountain (2x1)											•	
Sponsor Recognition on Raider Website	•	•	•	•	•	•	•	•	•	•	•	•
Advertising Link on website	•	•	•									
Verbal Recognition at Reception	•	•	•	•	•	•	•	•	•	•	•	•
# of Goody Bags	8	4	4	4	4	4			4			

Questions? Please contact Tom Bohan, tom_bohan@home depot.com; Jim Goyer, James.Goyer@skanska.com; Jed Donnell, James.e.donnell@aexp.com *WDC is a 501c3 organization.

Walton Baseball Golf Outing Field of Dreams



Hole in One wins
a Kia Sorento from:



NOVEMBER 7, 2011

Atlanta National Golf Club

Registration opens 10 am
Shotgun Start at 12:30 pm
(rain or shine)

Sign up for your Sponsorship today!

Many levels of Sponsorships
to choose from...

www.waltonbaseball.org

Sponsorships Available

As a sponsor, you'll have the opportunity to do something great for Walton High School, the Baseball Program and the Community. With every level of sponsorship, you'll get a wealth of marketing for your organization, not to mention enjoy a day of golf! All proceeds will benefit the Walton High School Baseball Program. The Walton Dugout Club is a 501c3 organization.

For additional information, please contact:

Tom Bohan 678/994-5195 tom_bohan@home depot.com
Jim Goyer 678/776-3134 James.Goyer@skanska.com
Jed Donnell 770/655-6264 James.e.donnell@aexp.com

Payment Methods:

Make checks payable to the Walton Dugout Club.
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Tom Bohan
4821 Bellingham Drive
Marietta, GA 300062
Fax: 770-594-8717

CORPORATE SPONSORSHIP AGREEMENT

Company: _____

Sponsor Level: _____

Cost: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Silent Auction Item: _____

Value: _____

Walton Contact: _____

Credit Card #: _____

Exp. Date: _____ Sec. Code: _____

Billing Zip: _____



2012



PROGRAM SPONSORSHIPS



Walton High School
Baseball Program

SPONSORSHIP

	Hall of Fame Level	Diamond Level	Home Run Level	Game Day Sponsor	Restaurant Game Day Sponsor	Large Sign Sponsor	Small Sign Sponsor
Sponsorship Level Pricing	\$5000	\$2500	\$1000	\$700	\$1000	\$300	\$150
Placement on Scoreboard (4'x4')	•						
Sponsor Recognition on Raider Website	•	•	•				
Advertising Link on Raider Website	•	•	•				
Company Sponsorship Announced at Home Games	•	•	•			•	•
Reserved Home Plate Tickets for Home Games	•	•					
Sponsor Night - Throw Out 1st Pitch at Home Game	•	•	•				
Recognition on Sponsorship Night at designated Home Games			•				
Sponsor Recognition throughout home game of choice				•	•		
Recognition before game of choice including Throwing 1st Pitch				•	•		
Appearance in Field of Dreams Golf Outing - 11/7 at Atlanta National Country Club	•	•					
1 Player Spot in Field of Dreams Golf Outing - 11/7 at Atlanta National Country Club			•				
1/4 Page Ad on "Local Restaurants" Sheet to be handed out during Summer Tournaments					•		
Opportunity to have Donated Food Sold during Game Day Sponsorship					•		
Placement in Game Day Program for Home Games	•	•	•	•	•		
Large Sign on Sponsor Board (24"x24")		•	•	•	•	•	
Small Sign on Sponsor Board (12"x24")							•

2012 SPONSORSHIP AGREEMENT

Company Name: _____ Level: _____
 Address: _____ City: _____ Zip: _____
 Contact Name: _____ Walton Contact: _____
 Phone: _____ Email: _____

Walton Dugout Club is a 501c3 organization. Make checks payable to the Walton Dugout Club. Send documents and company logo file (jpg) to:
 Steve Wrenn, 3777 Canvasback Court, Marietta, Ga 30062

Tentative Calendar of Events

• September

- Board Mtg. 9/8
- Sponsorship sales due 9/30

• October

- Water Sales Pick-up 10/1
- Board Mtg. 10/10

• November

- Board Mtg. 11/3
- Red Sky Fundraiser – Silent Auction Preview & Bid 11/3
- Field of Dreams Golf Outing @ Atlanta National 11/7
- Home Run Derby Rally 11/28

• December

• January

- Board Mtg. 1/12
- Ladies Luncheon 1/18
- Home Run Derby 1/21
- Tryouts Begin 1/30

• February

- Board Mtg. 2/2
- 2012 Teams Announced 2/6
- First Pitch Banquet 2/9
- Water Sales Pick-up and Clean Sweep Day 2/18

• March/April

- Board Mtg. 3/8
- Board Mtg. 4/12

• May

- Board Mtg. 5/3
- Closing Banquet 5/16

THANKYOU

THANK YOU FOR YOUR ATTENDANCE
THIS EVENING



GO RAIDERS