



E. D. WHITE CATHOLIC HIGH CARDINAL CLUB 2018-2019 ATHLETIC PROGRAM



Dear Family and Friends of E. D. White Catholic High School,

Football season will be here before we know it; that means it is time to show your support for Cardinal Athletics by placing your ad in the E. D. White Cardinals' 2018-19 Athletic Program.

Business Ads: If you would like to advertise your business in the program, please send a copy of your ad as directed on the ad form. You may also send your business logo, clip art or pictures you want included, and the ad will be prepared for you. If you want to use the same ad used in a prior year, please email me to request a copy of your previous ad to review for changes.

Personal Ads: Families and friends are encouraged to wish students success on and off the field by placing an ad in the program. Your ad may include pictures of the student in an extracurricular uniform. Be creative! Mix current pictures with old family favorites; group shots are also popular. If you wish to include your business logo in your ad, your ad will be considered to be a business ad at the business rate.

If your child would like a photo in an extracurricular uniform, or in a casual pose, you may provide your own photo(s) or one can be taken on your **sport/organization's summer picture day** and will be forwarded directly to me by the photographer for placement in your ad. Your coach/moderator will inform you of your scheduled picture day. Any other pictures can be taken by the photographer on **Football Picture Day on Friday, Aug. 3rd at 4:00 p.m.** Non-football pictures can be arranged for 3:30 that day if interested; just let me know prior to Aug. 3rd. Please check Plus Portals for any changes. High School **Varsity** Athletes in **fall sports** will have their uniforms, but students in winter and spring or junior high sports will need to make arrangements with their coaches for a uniform or use last year's picture. 8th grade football/volleyball uniforms may not be available for picture day. If these athletes would like a picture for a program ad, please take your own photo. If the photographer is expected to take a group picture for an ad, please complete a separate picture envelope and have the entire group present.

Please mail the following:

1. completed ad form
2. any pictures that you are furnishing (labeled with name and grade of all pictured),
3. a self-stamped, addressed envelope **if you wish to have your pictures returned**, and
4. your check made payable to the **E. D. White Cardinal Club**.

Due to printing deadlines, we request that ads be received or mailed by Wed., July 11, 2018. If an email address is provided, a copy of your ad can be forwarded to you by email for proofing if time allows. Ads with pictures from pictures days will not be completed until pictures have been received from photographers. Note that all ads appearing in the program will be in black and white. **Student ads must be paid for prior to the print deadline to be included in the program.** Your support of our students and E. D. White Athletics is much appreciated!

Sincerely,
Mary Cavell, Athletic Director

5.11.2018