



CHARLESTOWN PIRATE PRIDE

The Athletic Booster Club Organization of the

PIRATES & LADY PIRATES



"The HOW TO Guide" FOR USING PIRATE PRIDE



Charlestown Pirate Pride is an INDEPENDENT NON-PROFIT ORGANIZATION of volunteers who work year around to enhance community involvement in all Charlestown High School sports while maintaining a support network for extra-curricular activities. It's all for the CHS Student Athlete!

www.CharlestownPiratePride.com

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- TABLE OF CONTENTS -

Introduction & Mission Statement	3
Membership & Meeting Schedule	4
Individual Accounts & Deposits	5
Cost Sharing Requests & Purchasing	6
Claims Processing	7
Organization Forms	8

More Pirate Pride information, including the Business Meeting Minutes and the Pirate Pride Constitution is available on-line at www.CharlestownPiratePride.com/AboutPiratePride.htm

INTRODUCTION and MISSION STATEMENT:

Charlestown Pirate Pride is an independent non-profit organization (501 C3), formed in 2006; and recognized by the Greater Clark County School Corporation as a booster club of Charlestown High School Athletics.

This “How To” manual is meant to define and describe the structure organization operations; as well as, clarify how Pirate Pride is willing, able and purposed to be of assistance to each and every Charlestown High School Athletic Coach and Parent Booster. For lack of better words, this manual’s intent is to keep everyone on the same Pirate Page; for the overall betterment of Pirate and Lady Pirate Athletics.

Since Pirate Pride is a Federally recognized non-profit organization, whose officers, directors, and members are all volunteers; the bottom line of involving Pirate Pride in your sport’s fund raising and booster activities is simple:

Pirate & Lady Pirate Athletics receives a 100% return on all profits.

Pirate Pride is ready to form a partnership with each sport program at Charlestown High School; in turn, providing a much broader scope of financial flexibility that the School Corporation cannot match. The partnership is easily outlined in this manual, and solely relies upon mutual support. If your sports program supports Pirate Pride, Pirate Pride can fully support your sports program. Together we can share our mission:

“To stimulate and maintain an enthusiastic interest in all phases of the athletic programs at Charlestown High School, both within the school and in the community. To provide financial assistance as needed in order that all student-athletes may participate in the athletic programs at Charlestown High School.”

MEMBERSHIP AND MEETING SCHEDULE:

The Charlestown Pirate Pride Booster Club welcomes all fans of Charlestown Pirate and Lady Pirate Athletics; especially alumni and parents of current and upcoming student athletes to become official Pirate Pride Members.

Beginning in September 2011, Pirate Pride Booster Club Membership will consist of a ONE-TIME \$25.00 per person dues donation. The membership includes an official Pirate Pride Member collared sports shirt (male or female appropriate) and Membership identification card. The identification card will provide members periodic discounts on select future Pirate Pride Booster Club and recognized Pirate Athletics purchases. Pirate Pride members are also named on the organization Member Roll, and published in seasonal CHS sports programs and the Pirate Pride website. Remember, 100% of Pirate Pride profits support Charlestown Pirate and Lady Pirate Athletics.

The new membership enrollment forms are available:

- Always on the Pirate Pride website at www.CharlestownPiratePride.com;
- Monthly at any Pirate Pride Business Meeting (first Monday at 6:30 pm);
- Periodically at Pirate Pride functions and events.

Completed membership enrollment forms can be submitted to any Pirate Pride Officer, mailed to Pirate Pride Membership, P.O. Box 639, Charlestown, IN 47111, or arranged through email request to ePiratePride@CharlestownPiratePride.com.

Pirate Pride Regular Monthly Business meetings are held on the first Monday of the month, beginning at 6:30 pm; and normally conducted in the Charlestown High School Media Center. Select monthly meetings are moved when conflicted with holidays. Pirate Pride does not schedule a July regular business meeting. All Pirate Pride Meetings are advertised on the Pirate Pride website calendar. Pirate Pride Business Meeting Minutes, once approved, are available for review and printing from the Pirate Pride website.

INDIVIDUAL ACCOUNTS AND DEPOSITS:

Charlestown Pirate Pride maintains individual and separate financial accounts in the name of each Charlestown High School sports program. (For example, an account in the name of Boys Basketball exists, in the name of Volleyball exists, in the name of Baseball exists, so on and so forth). The individual sport accounts are secured at a local financial institution as parts of the main bank accounts in the name of Charlestown Pirate Pride. All Pirate Pride financial accounts are managed and maintained by the Pirate Pride Treasurer. All Pirate Pride expenditure check drafts require the authorizing signature of both the organization Treasurer and President or Vice President. The organization Treasurer, on a monthly basis during the monthly business meeting, provides those in attendance a spreadsheet update of all recent Pirate Pride account deposits, expenditures, and balances (including those of each CHS sports program). Recent refers to account changes completed since the last prior monthly business meeting.

Pirate Pride provides financial account resources to each sports program for purposes of fund raising, and spending flexibility. Pirate Pride does not enforce nor control school corporation rules for extra-curricular activity fund raising; thus it is suggested that all sport coaches and parent boosters refer to the CHS Athletic Department for purposes of conducting activities within said compliance.

The flexibility of Pirate Pride financial account resources requires certain rules and procedure compliance to ensure financial structure, security and oversight. Coaches and designated parent representatives are asked to follow the following rules and procedures concerning the deposit of monetary funds into their respective sports' Pirate Pride account:

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- A. All funds collected with intentions of being deposited with Pirate Pride must be in the form of cash, check, or money order. Checks and money orders must be made payable to Charlestown Pirate Pride. Since Pirate Pride is a non-profit organization and for audit purposes; coaches/representatives may not use personal accounts to front funds collected or solicited.**
 - B. All funds for sport account deposit must be accompanied by a correctly completed Pirate Pride "Sports Fund Deposit Form". (see form examples and directions within the appendix section of this manual)**
 - C. Fund deposits should be delivered during any monthly business meeting; or by prearranged appointment with the Pirate Pride Treasurer. (the Sports Fund Deposit Form documents the necessary information)**
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COST SHARING AND PURCHASING:

Charlestown Pirate Pride conducts continual fund raising efforts; from merchandise and memorabilia sales to the annual anchor event, the All Sport Recognition Dinner and Auction. Pirate Pride fund raising enables the organization to conduct regular booster club projects and activities; as well as provide additional financial support to student athletes and CHS sport programs through cost sharing arrangements. Cost sharing involves Pirate Pride assisting with the funding of a individual CHS Sport project, with matching funds up to \$1,000.00 per school year. Perpetuation of available funding for all sports requires Pirate Pride to require CHS sport programs to “qualify” for Cost Sharing arrangements.

Qualifying for Cost Sharing arrangements requires an individual CHS Sport Program to be active in the Pirate Pride organization, according to the following minimum requirements:

- A. The CHS Sports Program must designate a parent representative (liaison), providing representative’s name and at least one mode of contact to Pirate Pride.
- B. The CHS Sports Program parent representative, head coach, and/or the coach’s designee must attend at least seven (7) Pirate Pride Monthly Business Meetings each school year.
- C. The CHS Sports Program must secure three (3) advertising sponsors each school year, whether new or renewed, for the Pirate Pride Sports Calendar or Seasonal Program. (see advertising options and rates within the appendix section of this manual)
- D. The CHS Sports Program must secure a minimum of ten (10) silent auction items **OR** one (1) \$200.00 value theme basket for auction at the annual Pirate Pride All Sports Recognition Dinner and Auction.
- E. Pirate Pride active CHS Sports Programs are asked to participate in general Pirate Pride work details, general functions, and meet Seasonal Program submission deadlines each school year.

Cost Sharing arrangement requests must be submitted using a correctly completed request form; in advance of purchases, for review and approval during a regular organization monthly business meeting. (see form example and directions within the appendix section of this manual) Cost Sharing arrangement requests should include a minimum of two (2) purchase research quotes; and from local suppliers if under \$2,000.00 in total. A documented 20% savings or specific item unavailability may be used to exempt the local supplier requirement.

Cost Sharing Arrangement requests are reviewed, approved or denied by the Pirate Pride Executive Committee, via majority vote.

CLAIMS PROCESSING:

Given the availability of sufficient funds, a CHS Sports Program may submit claims (including verified correct payable invoices and paid sales receipt supported reimbursements) for payment processing from their respective sport fund. Claims processing requires submission of a correctly completed “Sports Fund Claim Form”, signed by the respective sport representative and head coach, and submitted during any monthly business meeting; or by prearranged appointment with the Pirate Pride Treasurer. (see form example and directions within the appendix section of this manual) Once a CHS Sports Program claim is processed, the payment, accompanied by the appropriate invoice, is mailed to the payee address by Pirate Pride.

The organization Treasurer, on a monthly basis during the monthly business meeting, provides those in attendance a spreadsheet update of all recent Pirate Pride account deposits, expenditures, and balances (including those of each CHS sports program).

CHS Sports Program coaches and representatives are asked to make every possible effort to conduct Pirate Pride financial business in a timely and well planned manner. Remember that all Pirate Pride expenditure check drafts require the authorizing signature of both the organization Treasurer and President or Vice President.

CHS Sports Program Representatives play an important role in being a liaison between Pirate Pride and their respective sport coaches, student athletes and parent boosters or supporters. For purposes of continuity, Pirate Pride requests that business related inquiries be communicated between either the CHS Sports Program Head Coach or designated Sport Representative.

GRIEVANCE PROCEDURE:

Head Coaches or the designated Parent Representatives of any CHS Sports Program may exercise the right to file a grievance with the Pirate Pride Executive Committee; for purposes of complaint or unfair action notice. All grievances must be submitted in written form, confidentially, and officially (not anonymously) to the Pirate Pride President or Vice President.

ORGANIZATION FORMS:

TABLE OF CONTENTS

APPENDIX A: SPORTS FUND DEPOSIT FORM (Example and Printable Blank)

APPENDIX B: COST SHARING REQUEST FORM (Example and Printable Blank)

APPENDIX C: SPORTS FUND CLAIM FORM (Example and Printable Blank)

APPENDIX D: ADVERTISING RATE PLANS

APPENDIX E: ADVERTISING SALES CONTRACT

APPENDIX F: LIFETIME MEMBERSHIP FORM

Charlestown Pirate Pride Booster Club
- Sport Funds DEPOSIT Form -

When presenting funds to the Treasurer of Pirate Pride for deposit into a sport's account within the Pirate Pride Booster Club treasury, complete and submit this form along with the funds to be deposited.

Volleyball

(Sport Account to which the deposit is being made)

\$ 580.00

(Total amount being deposited)

T-Shirt Sales Fund Raiser

(Activity that generated these funds)

If checks are part of this deposit, please list each check individually below (if additional space for checks is needed, attach a separate sheet).

A. CHECKS IN DEPOSIT:

Check #	Who Wrote the Check	Amount of Check
1234	James Smith	\$25.00
4321	Jane Doe	\$50.00

Example

Total Amount of Checks from this page----\$ 75.00

Total Amount of Checks from other pages\$ 0.00

B. CASH IN DEPOSIT:

Total Amount of Currency-----\$ 500.00

Total Amount of Coins-----\$ 5.00

DEPOSIT TOTAL **\$ 580.00**

Charlestown Pirate Pride Booster Club
- Sport Program Cost Sharing REQUEST Form -

Sport _____
Date _____
Coach _____
Chair Person _____
Item Requested _____
Cost of Item _____
Purpose for Item _____

List Other Possible Contributors and Amounts Pledged

Requesting Sport _____
Athletic Fund _____
Pirate Pride _____
Outside Contributors _____

Two (2) Bids

Company	Brand-Item Model #	Store	Cost
_____	_____	_____	_____
_____	_____	_____	_____

Coaches Recommended Bid/Explain

Charlestown Pirate Pride Booster Club
- Sport Funds CLAIM Form -

This form is to be completed and submitted with each invoice or request for reimbursement and (along with the original invoice or actual receipts) submitted to Pirate Pride Booster Club Treasurer in a timely manner.

Swimming

(Sport Account expense to come from)

Varsity Sports

(Name of payment recipient)

4687 Decatur St., Austin, TX

(Address of payment recipient if not on invoice)

\$ 276.30

(Total amount of claim)

Example

Both the sport's varsity coach and the Pirate Pride Parent Representative for the sport must sign below as an indication of their mutual desire to have this claim paid from that sport's account within the Pirate Pride Booster Club treasury.

Mr. Pirate Coach

(Varsity Coach Signature)

Mrs. Pirate Parent

(Parent Representative Signature)

Mr. Pirate Coach

(Printed Name)

Mrs. Pirate Parent

(Printed Name)

Nov. 12, 2011

(Date)

Nov. 12, 2011

(Date)

Please Note: If this claim involves an expenditure that is part of a prior approved Pirate Pride-Sport Cost Share arrangement, a copy of that approved arrangement form must also be attached to this form.

Do not enter anything below this line. This space for Treasurer accounting/tracking.

Date Received: _____ Payment Date: _____ Check# _____

Other: _____

Charlestown Pirate Pride Booster Club
- Sport Funds CLAIM Form -

This form is to be completed and submitted with each invoice or request for reimbursement and (along with the original invoice or actual receipts) submitted to Pirate Pride Booster Club Treasurer in a timely manner.

(Sport Account expense to come from)

(Name of payment recipient)

(Address of payment recipient if not on invoice)

\$ _____
(Total amount of claim)

Both the sport's varsity coach and the Pirate Pride Parent Representative for the sport must sign below as an indication of their mutual desire to have this claim paid from that sport's account within the Pirate Pride Booster Club treasury.

(Varsity Coach Signature)

(Parent Representative Signature)

(Printed Name)

(Printed Name)

(Date)

(Date)

Please Note: If this claim involves an expenditure that is part of a prior approved Pirate Pride-Sport Cost Share arrangement, a copy of that approved arrangement form must also be attached to this form.

Do not enter anything below this line. This space for Treasurer accounting/tracking.

Date Received: _____ Payment Date: _____ Check# _____

Other: _____

Pirate Pride Booster Club

Advertising Rates / Winter 2011 thru Fall 2012

PACKAGE A

1st Year \$2,995

2nd Year \$1,875

3rd Year \$1,495

Includes the following: Preferred Full Screen Ad on LCD HD TV Board (2x per cycle) in Main Gym / Preferential 2-sided sign at football, track, soccer field/ 2-sided sign at tennis courts / 1-sided signs at baseball and softball fields once completed during school construction process / Full page ad in winter, spring and fall sports programs / 4 x 4 ad on all sports calendar / Ad on Pirate Pride Sports Broadcasts / Includes exclusive rights to this package.

PACKAGE B

1st Year \$1,875

2nd Year \$1,125

3rd Year \$925

Includes the following: Full Screen Ad on LCD HD TV Board (1x per cycle) in Main Gym/2-sided sign at football, track, soccer field / 2-sided sign at tennis courts / 1-sided signs at baseball and softball fields once completed during school construction process / Full page ad in winter, spring and fall sports programs / 4 x 4 ad on all sports calendar / Ad on Pirate Pride Sports Broadcasts

PACKAGE C Renewable annually \$595

Includes the following: Full page ad in winter, spring and fall sports programs

PACKAGE D Renewable annually \$375

Includes the following: ½ page ad in winter, spring and fall sports programs

PACKAGE E Renewable annually \$345

Includes the following: ¼ page ad in winter, spring and fall sports programs

PACKAGE F Renewable annually \$225

Includes the following: 1/8 page ad in winter, spring and fall sports programs

PACKAGE G Renewable annually \$115

Includes the following: 1/16 page ad in winter, spring and fall sports programs

AL A CARTE

2-sided football, track, and soccer sign 3-year commitment \$450--\$300--\$200

2-sided tennis sign 3-year commitment \$300--\$200--\$150

1-sided baseball sign 3-year commitment \$195--\$150--\$75

1-sided softball sign 3-year commitment \$195--\$150--\$75

Advertising in Main Gym will be on the new LCD HD TV sign that Pirate Pride recently purchased. This sign consists of 2 panels that measure approximately 3' x 4' each (½ screen is 3'x4'; Full screen is 3'x8').

- Full Screen (1 x per cycle) 3-year commitment \$395--\$295--\$195
- ½ Screen (1x per cycle) 3-year commitment \$295--\$195--\$95
- Individual Event Sponsor (Full Screen, 1x per cycle) \$75

All Sports Wall Calendar Ads

2 x 4 ad \$150

2 x 2 ad \$125

2 x 1 ad \$100

4 x 4 ad \$300

Pirate Pride Sports Broadcasts

Many games/matches will be broadcast on the website (www.CharlestownPiratePride.com) via audio feed. Advertising rates for the entire school year are as follows:

Main Sponsor -- \$500 / Scoreboard Sponsor -- \$250 / Pre or Post Game Show Sponsor -- \$150 /

Player of the Game Sponsor -- \$100 / Half-time Show Sponsor -- \$100 / 30 Second Commercials

-- \$50 per season or \$75 for the entire school year.

(Use Advertising Order Form when Selling the above Advertising Packages / Products)

Charlestown Pirate Pride Booster Club
- ADVERTISING ORDER FORM -

FORM DIRECTIONS: Complete this form when finalizing the order of a Pirate Pride Booster Club Sponsor Advertising Package (including annual calendar ads, Al a Carte items, or Broadcasting Commercial Spots). This form is not complete without an authorized signature of the Customer ordering the respective advertising sponsorship. This form should be forwarded to a Pirate Pride Executive Board Member, once the completed. **Please provide the customer with a photocopy whenever possible.**

Date: _____ Customer Name: _____

Contact Person: _____

Email Address: _____

Mailing Address: _____

Telephone Numbers: _____

Artwork Information: _____

Pirate Pride Salesperson: _____

I/We wish to place the following order for advertising. I/We understand that payment for this advertising will be due upon receipt of an invoice. I/We also understand that it is my/our responsibility to provide all artwork by any and all deadlines indicated.

Authorized Signature

Please check the package(s) or specific advertising product(s) being selected:

PACKAGE A (Exclusive Sponsor)

PACKAGE B

PACKAGE C

PACKAGE D

PACKAGE E

PACKAGE F

PACKAGE G

Two-Sided Sign (Venue: _____)

Sports Arena LCD Board (___ Full Screen ___ ½ Screen ___ Individual Event)

4 x 4 All Sport Calendar Ad

2 x 2 All Sport Calendar Ad

2 x 4 All Sport Calendar Ad

2 x 1 All Sport Calendar Ad

Other: (Describe: _____)

For more information about the Charlestown Pirate Pride Booster Club, log on to www.CharlestownPiratePride.com. All payments should be in the name of Charlestown Pirate Pride. Charlestown Pirate Pride is an independent Non-Profit 501c Organization.

Charlestown Pirate Pride Booster Club
- Lifetime Membership ENROLLMENT Form -

FORM DIRECTIONS: Complete one (1) form per person using ink, and accompany it with the Lifetime Membership Donation fee payment of \$25.00 US dollars, in the form of a personal check or money order, and mail them to Pirate Pride Booster Club, P.O. Box 639, Charlestown, IN 47111; or hand deliver it to a Pirate Pride Executive Committee member. Lifetime Memberships may also be completed on-line at the organization website at www.CharlestownPiratePride.com.

Name (first/last): _____

Mailing Address: _____

Contact Phone Number: _____

Email Address: _____

Notice #1: Submission of your email address will be kept confidential by the Pirate Pride Booster Club, while also added to the organization eNotification List.

Notice #2: The lifetime membership fee of \$25.00 is a one-time only fee, as a lifetime member, including a membership ID card, and a membership male or female collared sports shirt.

Membership Sports Shirt Gender (*circle one*): FEMALE or MALE

Membership Size (*circle one*): ADULT SMALL ADULT MEDIUM ADULT LARGE

ADULT X-LARGE ADULT 2X-LARGE ADULT 3X-LARGE ADULT 4X-LARGE

----- **[ORGANIZATION USE ONLY]** -----

Received by Pirate Pride Representative: _____

Payment Form Received: _____ Date: _____