

Welcome to the second year of operations of HVAAC. We had an exciting first year, with so many new faces, new parents, new teams, new organizations, new everything. I'm hoping this second year will be smoother from a promotions & policies & procedures standpoint; however, with many new PAC Reps and a few new officers and an entire new freshman class, I felt like I needed to communicate a few points regarding our HVAAC programs - especially since many of the fall sports teams have already begun practice and have already had parent meetings. Whether you are new to the Athletic Council or have been with us since its inception, please visit our website at www.hvaac.org for additional information. Please pay particular attention to the blue left side tabs titled "Online Sponsorship Form" and "Documents and Forms".

Our Council operates for the benefit of all student athletes at HVA, including both TSSAA sanctioned team sports (football, soccer, basketball etc) and HVA approved club sports (Swimming, Fencing, etc.). This means that everything we do is for the benefit of the teams and their student athletes. Please keep this in mind when conducting ANY type of activity in the name of HVAAC. Because there are over 800 students involved in athletics, and that many more parents, the Executive Board (EB) wants to encourage ALL parents to become involved in their student's team, particularly helping out on the Parent Athletic Committee (PAC). The PAC Rep for that sport serves on the Council, representing their sport and all its athletes, parents and coaches. With that involvement comes a few guidelines:

- Prior to calling on any **potential sponsor**, like a business owner or medical, dental, optical professional, please first complete the Online Sponsor Form, found here: <http://www.hardinvalleyacademyathleticcouncil.org/onlinesponsorshipform.html> This form enables us to track which sport is calling on which sponsor, as we do not want multiple sports to contact the same potential sponsor. Our biggest selling point to the business community is that the sponsor will hear from only one sport, unless they choose otherwise. To that end, your PAC Rep has a list that is updated quarterly by the Director of Fund Raising, listing which sports have contacted which sponsors. Please adhere to this guideline, as our integrity suffers if a cross contact is made, inadvertently or not.
- To become a **Hawk Sponsor**, there is an online form a donor can complete while you are meeting with them or you may wish to complete it yourself. It's located under the "Become a Hawk Sponsor" tab, and can be found here: <http://www.hardinvalleyacademyathleticcouncil.org/becomeahawksponsor.html>
- The 2009-2010 **HawkPac Brochure**, which outlines the sponsorship packages, mentions other promotions, and has a Media Guide order form included. It can also be downloaded under the same tab in the "Sponsorship Packages" folder: http://www.hardinvalleyacademyathleticcouncil.org/images/HVA_Sponsor_2009_2010.pdf This document is our best fund raising tool. Please feel free to contact any Exec Board member or your PAC Rep if you have questions about its content, use of and/or any other query. This is a guide to all our banner promotions and packages- and these are where all teams have both huge profit margins and huge promotional opportunities for all area businesses. We have plenty of hard copies and ALL parents of all PAC's are encouraged to read this and hand deliver these to any potential sponsors (after completing the first step listed above).

- Any donor or sponsor who **purchases a HawkPac** most likely has a banner and a media guide ad and some other promotional item involved. It is vital that a copy of the tear away panel in the brochure be given to the HVAAC treasurer or your PAC Rep for billing and tracking purposes. We offer discounts for multiple season promotions and a 3 month payment plan for our HawkPac's (only) and these are helpful in securing donors, but do need to be reported back correctly. If you have any questions at all, please contact your PAC Rep or member of the EB.
- Your HVAAC is a non-profit organization, adhering to the rules of IRS code section 501c3. We are also **exempt from state sales tax**. From time to time you may call on a potential sponsor who wishes to donate goods or services, sometimes at a wholesale or discounted cost. Thus as an exempt entity, we can purchase those goods and services without paying sales tax. The donor will typically want a copy of our exemption letter and our Treasurer will be happy to supply a copy.
- Any donated goods and services are treated as **"In-Kind" gifts** to HVAAC, They are as important as cash gifts to our organization. To measure the value and track these gifts, there is a form found under the "Documents and Forms" tab in the general forms folder here: [http://www.hardinvalleyacademyathleticcouncil.org/images/Gift-In kind transmittla formuw84-1.pdf](http://www.hardinvalleyacademyathleticcouncil.org/images/Gift-In_kind_transmittla_formuw84-1.pdf) This form must be completed and submitted to the Treasurer for that donor to be recognized in our promotions. Again, if you need help, please contact any member of the EB or your PAC Rep.
- Lastly, under the previous mentioned tab, there are various other useful documents and forms, including our Charter, By-Laws, Minutes, and other required policy and procedure documents. In order to maintain our tax status and comply with local, state and federal tax regulations, it's very important that we conduct ourselves in a manner that won't disqualify or penalize our school or the HVAAC non-profit organization. We are operating differently than most area schools because we choose to operate in a manner consistent with new county and state guidelines that are now law. Rather than short cut our process or undermine the integrity of our athletic programs, please please ask before acting if you have any doubts or questions about working within the framework set out in this letter.

Thank you again for helping promote the HVA athletic programs. We are building a program that will not only be a success on the playing fields but also become a financial success. Our teams and athletes require hundreds of thousands of dollars to become successful - and these dollars are only provided for through the Athletic Council programs. From the Executive Board, I'd like to again welcome you to HVA athletics and thank you for your participation. Go Hawks!

Gary D. Rowcliffe, President