

**Billy Johnson gets the call!**

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###### More inside!

August 20xx

SHARE MORE ABOUT YOUR SPORTS BUSINESS PROGRAM HERE

THEN LIST ANY COMMUNITY RELATED EFFORTS AND USE THE NEWSLETTER AS A RECRUITING AND COMMUNICATIONS TOOL TO HELP SPREAD THE WORD!!!

## SCC High School’s Sports Business Program launching cause marketing campaign

# Earn Your Stripes in the community

Tiger Telegraph

SCC HIGH SCHOOL ATHLETICS

Monthly Newsletter

Volume 1, Issue 1

GEAR!

The Tiger’s Den store is now offering new gear for the 2012 school year. Be sure to stop by the high school to get your gear and show your Tiger Pride!

We have hoodies, shorts, shirts, and everything else.

**Vestibulum vehicula purus sed urna.**

Tiger Schedule

9/1/12 – Football home vs. XYZ HS 7:00 pm

9/2/12 – Soccer varsity / jv etc.

9/4/12 - Etc.

Girls Soccer

Fill in here with a preview for a fall sport this season HERE!

Use this area to appeal to local businesses… let them know they can also advertise in your newsletter which is read by everyone in the community and all the students etc.

Let them know how their sponsorship dollars can support your students as they pursue educational opportunities through field trips etc.

Find a unique way to reach them…our program wants to bring XYZ entertainment act to perform at halftime of the Homecoming football game and YOU CAN HELP!

### Seeking

### Sponsors

#### Last Week’s Results

SCC High School’s Sports Business Program continues to grow with over 20 students now participating in the club…Sign up by emailing Mr. Tice.

**cont.**

8/28/12 – Football defeats XYZ 35-7

8/28/12 – Soccer wins over XYZ 2-0

Field trip!

XYZ

DECA competition!

What to watch for this week…

Highlight some exciting news for the week.

Tiger Tracks



#### SCC High School Sports Biz Program

[Street Address]  
[City], [State][Postal Code]

[Address Line 1]  
[Address Line 2]  
Address Line 3]

### [Recipient]

*MORE STORIES HERE*

Use this section to recognize a student for special contributions, accomplishments etc. For example, Johnny Williams and Sarah Durant recently signed an agreement with local pizza parlor to sponsor our program and the upcoming home soccer game vs. XYZ. Many thanks to the pizza place as well for your support, we look forward to working with you!

Tiger Sports Business MVP