



PURPLE PRIDE BASEBALL

The booster club of the Southwest Miami High School baseball team

SOUTHWEST HIGH BASEBALL YEARBOOK ADS

Dear supporters of Southwest High baseball:

Southwest High has a rich baseball tradition. Nine former players have reached the major leagues, including Hall-of-Famer Andre Dawson, for whom our field is named. Thirty-six others have played professionally and 151 have played college baseball, including our head coach, Mandy Pelaez (class of 1987). Over the years, the Eagles have appeared in the national rankings on 18 different occasions, reaching a height of #3 in the country. In the 1996 book *Baseball in Florida*, a history of the sport in this state, only six high schools are featured in the three pages devoted to the top prep baseball programs. Southwest received the biggest write-up. This past season, our team won the school's 8th district championship.

Unfortunately, running a first class baseball program requires funding. One of our fundraisers for the current school year is the sale of ads in our 2017 Baseball Yearbook. This publication, similar to a game program at a college, contains rosters, schedules, school records, player profiles, photos and a review of the 2016 season. Prices vary according to the size of your ad.

A color ad on the back cover is \$300. Other ads are black-and-white. The inside front cover and inside back cover are \$250 each. Full page ads are \$200, half pages are \$125, quarter pages are \$75, business card-sized ads are \$50 and one-line ads (for example: "Good Luck Carlos from your family!") are only \$25.

This small investment to support our baseball program will offer you an excellent advertising opportunity. We are confident your company will receive a great deal of exposure year round. The yearbook circulation includes each family of our varsity, junior varsity and freshmen players, the 2016 seniors, each advertiser and others attending our games. Based on past years, we expect a circulation of roughly 300 yearbooks, all in the vicinity of Southwest High.

We are sorry but no profanity is permitted in ads. No ads for guns, shooting ranges, alcohol, tobacco (including e-cigs and vaping), head shops or strip clubs are permitted. Additionally, political and religious ads will not be accepted. Purple Pride baseball reserves the right to add other categories to the list of excluded advertisers in order to meet the standards of Miami-Dade County Public Schools and maintain a family-friendly standard for our publication.

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Purple Pride Baseball Inc. is registered with the State of Florida as a non-profit corporation and is qualified under Section 501(3)(c) of the Internal Revenue Code.