

McAlester News-Capital

Football program

An overview of the official football program produced through a partnership between the newspaper and the high school's football booster club.



Overview

The McAlester News-Capital and the McAlester Buffalo Quarterback Club have partnered to produce the official football program for the past eight years. This project has been a win for both the paper and the quarterback club.

The first year the News-Capital took over the project, we increased the total revenue by over \$15,000.

The increase was contributed to our experienced sales staff, client contacts and providing professional billing and collections verses parents and students trying to sale and collect on their own.

In the years prior to taking over the football programs, we were competing against this revenue and our Gridiron magazine was suffering due to lack of revenue.

Now we offer the clients a bundle option and a 10% discount for the Football Program and Gridiron if they choose to go in both products.



MOU

Before the sales begin on the project, a memorandum of understanding between both parties must be signed.

This is provided by the McAlester News-Capital. In the MOU, the number of copies printed and profit percentage split must be included along with the responsibilities of each party.

Make sure deadlines are set and followed in this project. The activities and services provided by the paper and the responsibilities and obligations to be performed by both parties are included in the MOU.

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (the "Memorandum") made on, by and between the McAlester Buffalo Quarterback Club ("Club") and the McAlester News-Capital Media ("News-Capital") shall set forth the expressed intentions of the parties related to the project described herein.

WHEREAS the Club and the News-Capital desire to enter into this Memorandum, setting out some, but not all of the essential or material conditions, services, rights, duties and obligations that may be provided for such project as is generally described within this Memorandum.

1. PURPOSE

1.1. The purpose of the Memorandum is to provide for the framework for the Project Partnership (the "Partnership") between the Club and the News-Capital. It is not intended to set forth all of the terms and is, therefore, not legally binding. The Project is to be described as follows: the 2019

McAlester Buffalo Football Program.

2. COOPERATION

2.1. The activities and services for the Project will include the following responsibilities or obligations to be performed by the respective parties as identified below:

2.1.1. CLUB: Provide necessary content, including:

2.1.1.1. Message from the Superintendent

2.1.1.2. Message from the Athletic Director

2.1.1.3. Coaching Staff information

2.1.1.4. Senior Player information

2.1.1.5. A letter stating that the Club has partnered with the News-Capital to produce the project

2.1.1.6. A list of contributors for a special recognition page

2.1.1.7. A list of restaurants to delay advertising sales contact until after June 2019

2.1.1.8. A list of the Premium Sponsors from the previous year

2.1.1.9 Provide a liaison from the Quarterback Club to assist with any issues.

2.1.2. NEWS-CAPITAL: Provide the following

Media day

The football program project kicks off in July and ends in August. The Quarterback Club will host a media day once school and football practice has started.

At the media day, all photos of the team, players, cheerleaders, pom team and band are taken by a professional photographer contracted by the school.

VARSITY FOOTBALL



1 GAVIN JOHNSON



2 GAGE DOLLINS



3 CHASE FABER



4 CALEB SQUYRES



9 LUKE HOMER



10 LAYNE JARRETT



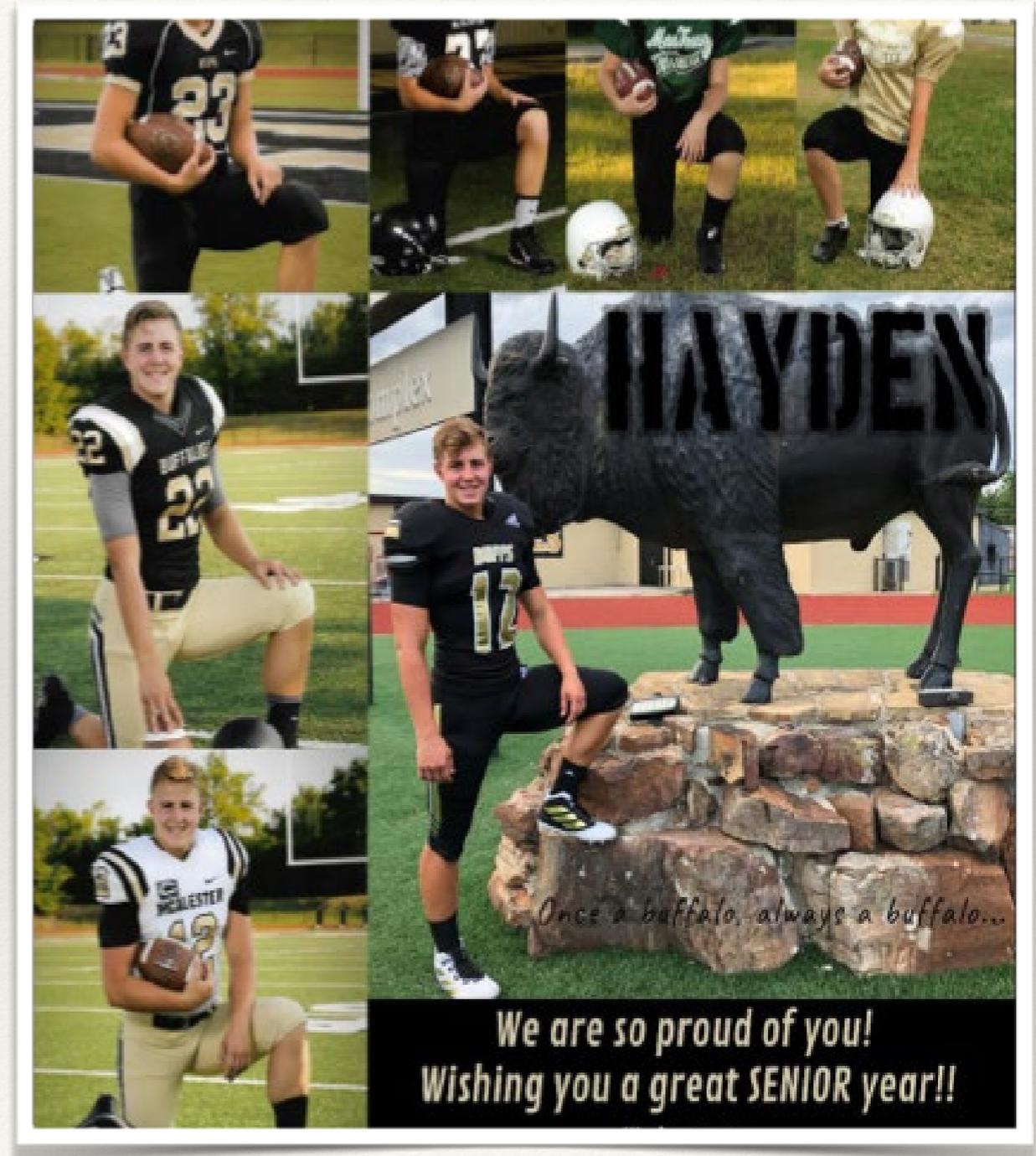
11 WYATT GRINNELL



12 HAYDEN FRANKS

Tribute ads

Parent tribute ads are sold by the sales team at media day. Tribute ads are considerably cheaper than the business ads. Any specialty photos for the tribute ads will be taken by the photographer that day as well.



Tribute ads

The photographer will provide the McAlester News-Capital with all photos once they are edited. Media day is key for this project along with organization and communication between everyone in involved.



**GOOD NIGHT
TREY!
#75**

**McALESTER
BUFFALOES**

**YOUR FAN CLUB:
MOM, DAD, CHEYENNE,
AUSTIN, JEN & LUCAS,
MAMA & PAPA CANTRELL**

MADISON

Madison,
Have a great
senior year!

Love,
Mom, Dad,
Gracie and
Hannah

**McALESTER
BUFFALOES**

**MORGAN
RICHARDS**

Senior Year...WOW! Words cannot explain how proud we are of you! Just remember to slow down and enjoy this year. You have accomplished so much and you are just getting started! Remember that no matter what, win or lose, we are proud of our Buffalo! Love you so much!

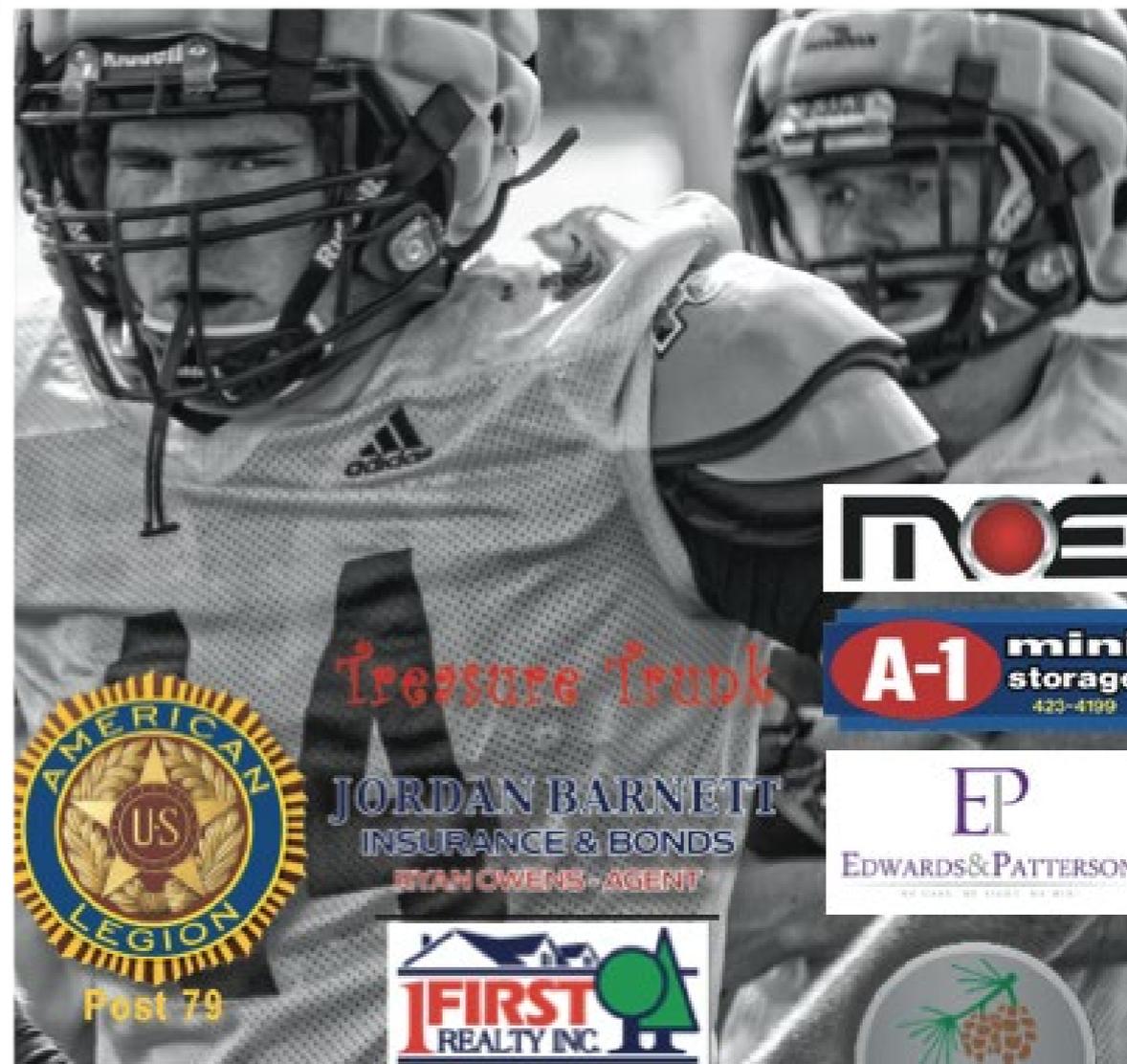
Always Your Biggest Fan – Mom
Love Zach, Kaleb, & Jaidyn

FEARLESS

SIGNIFICANT IN-KIND CONTRIBUTORS 2019



MCALISTER 48 FOOTBALL/2019



MCALISTER 49 FOOTBALL/2019

Program

The McAlester News-Capital has 500 copies of the program printed and ready to be sold by the Quarterback Club at the first home game.

The Quarterback Club keeps all profit from the program sales. The programs are \$5 apiece at all home games during football season.

