

**REGISTRATION FORM**  
**MSSADA LTC 611**  
**Hyannis Resort & Conference Center**  
**Cost \$ 125.00 Non-Members \$150.00**  
**Wednesday March 19, 2014**  
**8:00 A.M. - 12:00 P.M.**  
**LTC 611**

**Athletic Administration: Concepts and Strategies for Interscholastic Fundraising, Marketing, Promotions and Booster Clubs**

This course will provide the athletic administrator with strategies and ideas to successfully promote and market the school's interscholastic programs and to enhance the success of supplemental fund-raising efforts. Promotional activities designed to create interest in, increase enthusiasm for, and enhance the image of, a school's interscholastic activities program are described. Models of supplemental fund-raising are summarized, including a focused segment on working successfully with booster clubs and safeguarding funds that have been raised. The potential for raising funds through grants and outreach efforts for major gifts are introduced. Detailed information related to corporate sponsorship applications, marketing plans, and booster clubs, as well as fund-raising resources.

**MAKE CHECKS PAYABLE TO:  
MSSADA**

**Mail check and registration form to:**

**Rich Lewis  
33 Richard Avenue  
Shrewsbury, Ma. 01545**

**NAME** \_\_\_\_\_

**SCHOOL** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

**\*\*\*\* All registrations, along with a school or personal check must be received no later than March 3, 2014.**

**NO PO'S WILL BE ACCEPTED**