

# MUle Pride



**Poplar Bluff R-1 School District**  
sponsorship opportunities

2014/15 School Year

**Tim Krakowiak**  
Communications/Marketing Coordinator  
573-785-7751, ext. 137  
timkrakowiak@pb.k12.mo.us  
www.poplarbluffschoos.net



# Athletics



Poplar Bluff High School is the home to a rich athletic tradition. The Mules have enjoyed much success throughout the years, winning conferences and state championships in multiple sports. We are equally proud of our many student athletes who have graduated from PBHS and moved on to college athletics. Several former Mules continued their careers even further by playing on the professional level, including Derland Moore (New Orleans Saints: 1973-1985 and New York Jets: 1986), Tyler Hansbrough (Indiana Pacers: 2009-2013 and Toronto Raptors: 2013-Present) and Ben Hansbrough (Indiana Pacers: 2012-2013 and Gran Canaria: 2013-Present).

Our highly qualified faculty, staff and administration are passionate and dedicated to providing a positive learning environment to meet the educational and athletic needs of our students. Your financial support helps to ensure that PBHS Athletics remain competitive for years to come. Being a “Mule” means you are part of the PBHS family!

**Kent Keith, Athletics Director**  
573-785-5158  
kentkeith@pb.k12.mo.us

## \*License Agreement\*

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# Football

## Scoreboard Sponsorship

- 5 by 15 foot monochrome display advertising board on the back side of the scoreboard facing Highways 60 and 67
- 24 hours per day, 7 days per week, 365 days a year
- 3 by 7 foot advertising slots on both the front and back of the sign
- Signs to be rotated each year from front to back/top to bottom for equal and maximum advertising exposure for your business
- District will produce 15-second information commercials to be aired during all stadium events for your business



\$1,500 per year (For new participants, the initial cost will run \$1,750 for the first year to cover signage).

**Kent Keith, Athletics Director**  
573-785-5158  
kentkeith@pb.k12.mo.us

## Programs

Full page	\$200
Half page	\$100
Quarter page	\$50

## Field Signs

2 years	\$500
1 year	\$300

**Mark Barousse, Football Coach**  
573-785-6471  
markbarousse@pb.k12.mo.us





# Boys Basketball

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## Annual Basketball ShowDown Sponsorship

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- Held at ET Peters Gym during Christmas break
- Past participation has included teams from Missouri, Arkansas, Tennessee and Mississippi
- Name in large print in program to sponsor a specific team
- Name on posters to be distributed throughout Southeast Missouri
- Advise us on any other advertisements that you may want (T-shirts thrown out by cheerleaders, etc.)
- Radio advertising throughout December and during tournament time
- Channel 2 coverage throughout the month of December (corporate sponsors listed)
- Business banner displayed in gym during the entire tournament (if provided by business)
- Guest at our tournament banquet
- Free admittance to the Hospitality Room throughout the ShowDown

### Corporate Donations:

\$1,000+

Receive 80 complimentary tickets

\$750+

Receive 60 complimentary tickets

\$500+

Receive 40 complimentary tickets

### Non-Corporate Donations:

\$100

Name in the program and receive eight complimentary tickets

**Kent Keith, Athletics Director**

573-785-5158

kentkeith@pb.k12.mo.us





## Programs

Front page	\$250
Back page	\$200
Inside	\$200
Insert	\$200
Full page	\$150
Half page	\$75
Quarter page	\$60
Eighth page	\$35



**Will Durden, Boys Basketball Coach**  
 573-785-6471  
 williamdurden@pb.k12.mo.us

## Girls Basketball

### Programs

Full page	\$200
Half page	\$100
Quarter page	\$50

**Kirk Chronister, Girls Basketball Coach**  
 573-785-6471  
 kchronis@pb.k12.mo.us

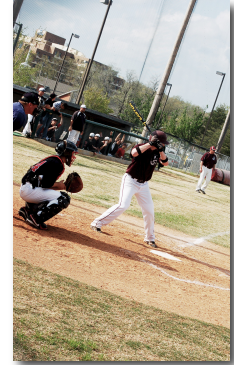




# Baseball

## Programs

Cover	\$250
Full page	\$150
Half page	\$85
Quarter page	\$50
Eighth page	\$35



## Fence Signs

Initial fee	\$500
Outfield yearly renewal	\$150
Infield highway signs yearly renewal	\$250



**Steven Edwards, Baseball Coach**  
573-785-6471  
stevenedwards@pb.k12.mo.us

# Softball

## Programs

Full player page	\$100
Full business page	\$200
Half page	\$50
Quarter page	\$25



**Lisa Boyer, Softball Coach**  
573-785-5602  
lisaboyer@pb.k12.mo.us

# Volleyball

## Programs

Full page	\$100
Half page	\$75
Quarter page	\$50
Eighth page	\$35



## Tournament Sponsors

Tournament T-shirts are sold and sponsors pay \$150 to sponsor both the 7<sup>th</sup> and 8<sup>th</sup> grade tournaments. The business name goes on the back of the T-shirts.

**Amanda Lance, Volleyball Coach**  
573-785-6589  
amandalance@pb.k12.mo.us

# Tennis

## Banners

Name of company	\$50
Business logo	\$75



**Charley Harper, Boys Tennis Coach**  
573-785-6471  
charper@pb.k12.mo.us



**Nicole Arnett, Girls Tennis Coach**  
573-785-6471  
nicolearnett@pb.k12.mo.us



# Nonprofits

## Parent Teacher Organizations

Our PTOs are invaluable to subsidizing classroom budgets so students can participate in numerous annual activities including field trips, seasonal parties and play days, plus benefit from other special projects.



Contact the following principals to learn about the various fundraisers that take place at a particular school:

### O'Neal Elementary

Name: Angie Rideout  
Phone: 573-785-3037

### Oak Grove Elementary

Name: Jenifer Richardson  
Phone: 573-785-6589

### Eugene Field Elementary

Name: Jennifer Taylor  
Phone: 573-785-4047

### Lake Road Elementary

Name: Erica Weadon  
Phone: 573-785-4392

### Kindergarten Center

Name: Carol Brotman  
Phone: 573-785-4905

### Early Childhood Center

Name: JoAnne Westbrook  
Phone: 573-785-6803

### Poplar Bluff 5/6 Center

Name: Charles Brown  
Phone: 573-785-5566

### Poplar Bluff Junior High

Name: Bob Case  
Phone: 573-785-5602

### Poplar Bluff Senior High

Name: Mike Kiehne  
Phone: 573-785-6471



# Poplar Bluff Mules Booster Club

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## Tournament Sponsors

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The largest fundraising event hosted by the Booster Club is the Annual Mule Skinner Golf Tournament held in August, featuring a banquet and auction following the tournament with a very special guest. Limited to the first 36 paid teams, the entry fee is \$500 per team, which includes a cart, lunch and four tickets to the banquet. Sponsorships are available for \$100 per hole, which includes a sign at the hole. Additional banquet tickets are available at the door for \$20 each.

## Membership

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The PB Mules Booster Club is open to all interested parents, teachers, coaches, staff, community members, corporate leaders and students. Please consider becoming a Mules Booster member!



**Jason Smothers, President**  
573-776-4360  
jason@cenorton.net

## Sho-Me Marching Band Booster Club

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The Sho-Me Marching Band Booster Club hosts various annual fundraisers such as the penny war, March-A-Thon, fish fry and raffles in order to underwrite travel expenses.



**Shelly Batton, President**  
573-776-4798  
sebatton@socket.net



# Poplar Bluff Public School Foundation

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The Poplar Bluff Public School Foundation is a 501(c)(3) nonprofit organization dedicated to furthering the educational opportunities of our students and promoting innovation in the classroom via funding educational projects or one of the three academic scholarships (Foundation Scholarship, Dr. Michael D. Laseter Memorial Scholarship and Mary Lynn Wolpers Scholarship). The Foundation hosts an annual golf tournament in May as its primary fundraiser.



**Dr. Amber Richardson, President**  
573-727-4498  
richardson\_amber@hotmail.com

## Academic Assistance Group

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The Academic Assistant Group is the “booster club” for all academic departments and functions at Poplar Bluff High School. The AAG provides funds via mini-grants to high school teachers to supplement their instructional needs that may not have been included in applicable budgets, or funds for educational opportunities which may have arisen during the school year.



**Dr. Larry Kimbrow President**  
573-776-3496  
larry.kimbrow@gmail.com



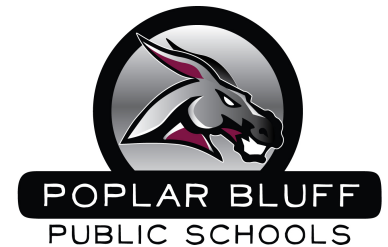
# Publications

## The Bluffer

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The Bluffer is an occasional school newspaper created by Poplar Bluff High School journalism students.

Ad Size	Number of Issues		
	1	2	3
Full page	\$75	\$125	\$200
Half page	\$40	\$75	\$110
Quarter page	\$30	\$56	\$84
Eighth page	\$15	\$28	\$40



## The Bluff Yearbook

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Ad Size	
Full page	\$560
Half page	\$280
Quarter page	\$140
Eighth page	\$70
Sixteenth page	\$35

**Charles Lee, Journalism Teacher**  
573-785-6471  
clee@pb.k12.mo.us



# Mule Prints

A magazine created by Poplar Bluff Schools' News Bureau in collaboration with the Daily American Republic, Mule Prints features comprehensive information about the school district, as well as a review of the school year. It is circulated to several thousand newspaper subscribers and distributed to local real estate agencies, City Hall and the Chamber of Commerce. Publication date to be announced.



**Christy Pierce, DAR Ad Director**  
573-785-1414  
cpierce@darnews.com

## eMule

The eMule is the official email newsletter of the school district designed to highlight the most recent activities, events and accomplishments across campus. Typically sent out on Mondays when school is in session, the newsletter reaches thousands of parents, students, alumni, school employees, business leaders, legislators and various other supports of our school system. If you are not already signed up, simply click on The eMule logo at the bottom of the school homepage, and enter your email address.

**Sponsorship Cost:** \$100/month or \$1,000/school year for banner *\*only two available\**  
\$50/month or \$500/school year for sidebar ad *\*four spots available\**

**Tim Krakowiak, Communications/Marketing Coordinator**  
573-785-7751, ext. 137  
timkrakowiak@pb.k12.mo.us



If you have any questions or comments or would like to purchase advertising or sponsor an event, contact Tim Krakowiak:  
[www.poplarbluffschoools.net/news-bureau/](http://www.poplarbluffschoools.net/news-bureau/)