



Winter 2009

Dear Student and Parent,

The PSHS Theatre Booster Club exists to support the PSHS dramatic arts in a variety of ways. For example, we serve meals during show rehearsals, sell tickets and concessions on performance nights, publicize productions and support our thespians at home.

We also raise funds throughout the year to buy much-needed equipment, enhance productions by paying for professional services (among other things), and provide a top-notch end-of-the-year banquet for the students.

One of our most profitable fundraisers has been advertising sales for show programs. The programs are high quality, and read by hundreds of patrons who attend our productions. Two levels of advertising sales are offered: **business** for those in the for-profit and professional services sectors, and **personal support** for families, friends, school clubs and other not-for-profit organizations.

We need your help with this year's campaign. Materials for both business and personal support ads are enclosed with this letter. Please review them, and consider prospective advertisers you can approach for support. Remember area businesses, especially those frequented by students. Talk with your health care providers (especially dentists, orthodontists, and eye doctors). Don't forget service industries that you use, or your own employer. And, of course, consider supporting your own thespian with an encouraging or humorous ad of personal support.

**Each of the cast and crew students are expected to sell at least one ad, either business or personal.** It would be fantastic if it were both! The economy is making sales challenging, but if we each reach out to businesses we deal with personally, we may have better results. The more advertising that is sold, the greater the profits that the Booster Club can invest in our students and their productions. Additional paperwork and contracts are available in the Theatre Department office.

Thank you for your continued support and participation.

Sincerely,

PSHS Theatre Booster Club

**PSHS THEATRE BOOSTER CLUB • 2200 Independence Parkway • Plano, TX 75075**  
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