

Office of
Athletics and Co-Curricular Activities

M E M O R A N D U M

TO: Personnel/Athletic and Co-Curricular Activities Committee

FROM: John N. Werner
Supervisor of District-Wide Athletics and Co-Curricular Activities

RE: Season Passes

DATE: March 16, 2009

Please consider a proposal to re-establish season passes for parents of our student-athletes. In the past we have offered "Parent Passes" at our schools and charged $\frac{1}{2}$ the rate of the total cost of admission to all home events for a particular sport. The pass would be accepted only at the home school of the parent's child. A typical fee would be \$12.00 for a basketball pass where the team played 8 home games.

The net financial impact would likely be a decrease in revenue because of the reduced admission fee for the total season. There would be an expense to the endeavor as the passes would have to be created. A very rough estimate would indicate approximately a 20% decrease in revenue (\$10,000) as a maximum impact of season pass availability.

Proposal: **That the Board of School directors permits the sale of sport specific season passes to adult family members of WCSD student-athletes and marching band student-musicians. Further that the rate for those passes be one half of the total admission fee for all home games in that season. This practice would exclude events hosted at War Memorial Field and events sponsored by private organizations.**

JNW/wn