



Christopher Smith  
Head Varsity Football Coach  
Eisenhower High School  
6500 25 Mile Rd.  
Shelby Township, MI 48316

2018 Season

Dear Eisenhower Football Family,

Thank you for all you do to support your son and his participation in our football program here at Eisenhower. We are proud to offer one of the most elite football programs in the state of Michigan. I am looking forward to my seventh year as Head Coach and working alongside you to make Eisenhower Football the best it has ever been.

I would like to ask *each family* (Freshman, JV and Varsity) to bring in *at least two* business advertisements for our 2017 Football Program Book. We have an opportunity to offer local business owners the ability to give back to our community by placing an ad in our top notch publication. When each family participates, it will be our players that reap the benefits. Of course, you are encouraged to bring in as many advertisers as you are able. Start with yourself. Do you own a business? Or offer the opportunity to your employer. Think about the professionals you use and are in contact with every day. Retail stores, doctors, dentists, salons, painters, etc. Offer to your neighbors, family, friends and acquaintances. Bring them into our Eisenhower Football Family. They will be glad they partnered with us.

The money raised from our 2018 Program Book may pay for items such as state of the art equipment for our players, training tools and of course, one of the greatest end of the year banquets in the state.

We are dedicated to making Eisenhower Football the number one football program in Michigan. Every bit of help will get us one step closer. Your enthusiasm and love of Eisenhower football is appreciated by myself and our entire coaching staff, our students, and most importantly by our players...your sons.

Thank you again for your continued support. Use the forms and materials in this packet to help reach out to people in our community.

Sincerely,

**Chris Smith**

Chris Smith  
Head Varsity Football Coach  
Eisenhower High School