



LAKE CREEK TOUCHDOWN CLUB

Welcome to the Lake Creek High School and Oak Hills JR High football programs! As part of Lake Creek and Oak Hills football, you are pioneer in making our program a success in Montgomery both on the field and off. The goal of the Lake Cree Touchdown club is to support and enhance the football programs at Lake Creek HS and Oak Hills JR High. This will be done through volunteer assistance and fundraising programs, while at the same time promoting the highest standards of excellence and sportsmanship. Our purpose is to promote pride, respect, spirit and unity among the Lake Creek players, as well as the student body, staff, coaches, families and the local businesses in our community. In order to do that, the Lake Creek Touchdown Club will rely not only on the voluntary donations of its members and sponsors, but also the support of our community, and volunteerism of families, students and local businesses. Our goal is to create a wave of support not only for the football programs but for Lake Creek and Oak Hills schools as a whole and enhance school spirit, pride and unity. By working together at every level, we can strengthen both the current and future football programs and support these amazing boys and coaches in every way possible. We want to create a rich tradition and championship atmosphere on and off the field. Lake Creek football is certainly about Friday nights in MISD stadium and the community coming together to cheer for our Lions but, we want it to be so much more. Below, we have put together a list of proposed events that we hope become lasting traditions for years to come. This is our first pass so we are obviously looking for your input. Our hope is that this inspires you to get involved and excited about the coming season. We believe that by creating traditions we will leave a legacy for our program and future club members and supporters for years to come.

Welcome home to the Lake Creek Touch Down Club, we hope you are ready to be part of something big and something fun for our community.
GO LIONS!!!



HOW WE SUPPORT LAKE CREEK FOOTBALL

We have for the last 3 years had one fundraiser called “Stand With the Lions”, but on a go forward basis we will have the ability to have additional events to support the Lions with the formation of the Lake Creek Touchdown Club. The voluntary funds that are raised support the fundamental needs of a football program in a number of ways including financial support to replace dated equipment (helmets, pads etc), facility maintenance and upgrades, transportation, away meals, game day needs, and the year-end football banquet, as well as for other needs of the program. The voluntary funds that we raise are an important source of funding for the Lake Creek and Oak Hills football program’s equipment including helmets, shoulder pads, and knee braces. This voluntary donation support, for example, will allow new helmets to be purchased as needed so that older helmets can be rotated out of use. Our voluntary donated funds also provide for training tools such as blocking dummies, footballs and other equipment such as cameras to video each season. Funds we raise are also donated to feed every kid in the program every time they get on a bus to go play a football game. If it's an away game, they are fed after the game. Additionally, the varsity players are provided pre-game meals for both home (for a fee) and away games. Finally, one of the most important things that our voluntary donated funds do is promote Lake Creek football and hopefully create a lifetime of memorable experiences for both the players and their families.

The Touchdown Club provides decorations for the locker rooms, the inflatable Lion and the smoke that the boys run through on game day. We will also support the annual Football Banquet that gives the football family one final chance to spend an evening together celebrating all the successes of the Lake Creek and Oak Hills footballs program that year.



MEMBERSHIP

No one is required in any way to be members but any and all are invited to join as members of the Lake Creek Touchdown Club. In addition to supporting Lake Creek and Oak Hills football at various levels, there are many perks to such membership.

All levels are set out on the www.lakecreektclub.org website.

Lake Creek Touchdown Club

2021 Membership Levels

Membership Level	White	Navy	Gold	Platinum	Premier	Foundation
Program Recognition	X	X	X	X	X	X
Website Recognition	X	X	X	X	X	X
Window Decal	X	X	X	X	X	X
JR High Player Package (Game day shirt, yard sign)	X	X	X	X	X	X
Name in Drawing for Reserved Parking Space		X	X	X	X	X
JV Player Package (Game day shirt, yard sign, game day food)		X	X	X	X	X
Varsity Player Package (Game day shirt, yard sign, game day food, player banner, Varsity Highlight Video)			X	X	X	X
Lunch with Coach Kennedy						X
Signed Lake Creek Varsity Football Helmet						X
	\$100	\$225	\$350	\$500	\$1,000	\$2,500

SPONSORSHIPS

Voluntary financial donations for the Lake Creek Touchdown Club are critical to the success of the Lake Creek football program. Voluntary



sponsorships come in many shapes and sizes. Partnerships include local business corporations, anonymous donors, and individuals. These voluntary sponsorships and contributions allow for the Lake Creek Touchdown Club to make critical donations to football programs for needs such as equipment purchases, travel expenses, and away meals.

Sponsorship Packages -

The Sponsorship Committee works tirelessly all year to develop sponsorship packages that are available year-round for local businesses, families, and high-end corporations to purchase. Package's range in prices from \$1,500 to \$7,500. Sponsors on the larger packages receive such items as an autographed helmet or jersey. These large donations to the Lake Creek Touchdown Club are an enormous part of our success and we are very thankful to the businesses and families around Montgomery that have been a part of the program. We can help Sponsorship continue to be successful by keeping our eyes and ears open for businesses or families that might like to participate.

MAJOR FUNDRAISING EVENTS (May 8th, 2021)

Spring Football – Gumbo Chili Cook Off and Cornhole Tournament

The Spring Football – Gumbo Chili Cook Off is the first opportunity for the fans to get involved and get a glimpse of what the new football season will have in store for them and to meet the Lions. Cooking teams will have an opportunity to bring their best Gumbo or Chili to claim the title. The competition won't stop there. We will finish the day with a Cornhole Tournament and Punt, Pass and Kick Contest for 1-6th graders. The Cook Off is a community event to raise money for the new season and introduce the teams. It will hopefully also become one of the programs biggest fundraisers. The Lake Creek Touchdown Club encourages all player parents to recruit cook off teams, cornhole teams and sell tickets for prize drawings that take place at the event. We have lots of opportunities for members to get involved.

LAKE CREEK Cornhole Tournament -



In conjunction with the Cook Off, Lake Creek coaches and fans gather a team up and play in the corn hole tournament. Entry fees and sponsorship dollars will go towards the general funds.

Stand with the Lions -August 20, 2021 5-9 PM

Each year to kick off the season in August we hold our largest fundraising event called Stand with the Lions. This is a fun filled day for the whole family. All the teams are introduced and followed by a scrimmage. Fans get an opportunity to meet the cheerleaders, royals, coaching staff and other student organizations. Fundraising is held by obtaining Banner Sponsors, Tunnel Sponsors, a Silent Auction, Spirit wear sales and much more.

Helmets and Heels –(To be determined)

Helmets and Heels is a fun evening held in August near the start of football practice that provides an opportunity for moms and coaches to get together. It is a relaxed evening spent over dinner at a local venue. In addition to a silent auction, a live auction, and prize drawings throughout the night, moms listen to a fun presentation by one of the coaches and the rest of the coaching staff about the upcoming season. Not only is it a great fundraiser for the program, Helmets and Heels is a great night to dress up in your tailgate chic and spend the night with your girlfriends learning about LAKE CREEK football. In addition to enjoying the event, football families can help by soliciting donated items from local businesses or assisting on the day of the event with decorations and clean up.

Home Game Programs –(To be determined possibly in 2022)

We are still determining the viability and cost benefit analysis of programs being produced and sold at games. If the board chooses to move forward with the programs, the Lake Creek Touchdown Club will produce the football program at various times of the year. A program would feature highlights from the previous week's games, rosters, and "shout outs" to Lake Creek players. The program is a fundraiser for the Lake Creek Touchdown Club and is supported by families, school clubs and local businesses. Although the program will be sold by Cheerleaders and Royals at the games, the Lake Creek Touchdown Club raises money by selling



advertisements in the program. While each program is unique, players ads, business ads and team rosters remain constant in each program. Program advertisements are a great way to give a “shout out” to your player or business. If you are interested in buying an ad please visit the football website at www.lakecreektclub.org. All program ads must be received no later than August 1st of each season.

GETTING READY FOR THE SEASON

Player Package

One way Lake Creek football families show their support for the players and help raise money for the program is by purchasing a Player Package. Player Packages vary by team. The Varsity Player Package includes, Yard Signs, a player game day shirt, a player banner (to be lined on the rails of stands during games), game day food, Varsity Highlight Video and a car decal. Player Packages are included in White, Navy and Gold memberships depending on your team. **You may also purchase the player package directly from the website if you choose not to be a member of the Lake Creek Touchdown Club.** Every football player’s family can display their Lion pride with yard signs and car decals. We would like to display the signs during Stand with the Lions by lining the fence.

Lion’s Den Spirit Wear

What better way to show your support for Lake Creek football than to wear spirit wear! The Lion’s Den features all sorts of spirit wear for all season and for all ages. The Lion’s Den will be open for pre-season ordering and will be open on game day at the stadium. In addition, selected spirit wear will be available for purchase online website at www.lakecreektclub.org. In addition to clothing, the Lion’s Den will offer various items such as flags for your car, bumper stickers, cups and more (all to be determined). We will need a Spirit Wear Committee to design and maintain lots of choices in the Lion’s Den. Families can help by volunteering with sales and inventory.

Social Media - Twitter and Facebook -

The Lake Creek Club will manage the Lake Creek football Twitter Instagram and Facebook pages. This is a great way to get game photos,



highlights and scores out to the fans. Social media will be a great way for us to engage the community and fan base while also recognizing the coaches, players and team for outstanding efforts and accomplishments. Local media outlets, college coaches/recruiters, and the general public consider these pages as an official source of information and communication for the Lake Creek football program. Follow the Lake Creek football Twitter and Facebook pages to keep up with game schedules, scores, players of the week, game day pictures, news articles about the team, coach's interviews, special fundraising events and more.

GAME WEEK

Varsity Team Dinners

One way the Lake Creek football program helps its varsity players bond is to organize team meals on Thursday nights. The team will meet at a volunteer host family's home to eat dinner and just hang out after practice. There's no set program. Just lots of food and time to relax. Meals are hosted by parents of varsity player. In the beginning of the season, the committee heads will pull together a list of varsity families that want to host a dinner. According to UIL rules, each player is required to bring \$10 to pay for his portion of the meal. This is collected in one payment before the season.

Varsity Hallway Decorations and Player Goodie Bags- For home games, senior cheerleaders and Moms take on the job of decorating the varsity hallways and providing goodie bags for the players. On Thursday nights, the volunteers are allowed into the school and leave decorations and small surprises for each of the varsity players.

VARSDITY GAME DAY

Away Game Send Offs – Send off our players before they get on the bus for away games. Cheerleaders and Families line up with signs etc to send off the Lions into battle.



Tunnel - Before every home game and after half-time, the Lion Tunnel is inflated. The team fills the tunnel, waiting for the pre-game introductions and hype video. As the band plays the fight song, the team charges out of the Lion Tunnel through smoke down the middle of the field with the Royals lining the field, with our flags waving.

Homecoming Parade Floats -

All levels of the Lake Creek football team participate in the Homecoming Parade, which is during Homecoming Week on the school grounds. Volunteers for all Freshmen, Junior Varsity and Varsity teams design and decorate floats on which team members can ride during the parade. Volunteers also collect candy for the players to toss during the parade. This fun activity requires a driver for the parade, a trailer or something similar to decorate for the float, and lots of hands to pull together all of the decorations.

Football Banquet -

The Annual Lake Creek Football Banquet has typically been held on school grounds. We would like to hold this at an area facility. The event celebrates the seasons just completed for Freshman, Junior Varsity and Varsity teams. Dinner is served followed by awards and recognition. There's also a time to celebrate the departing senior players and the trainers, managers and varsity cheer squad.

SENIOR TRADITIONS

Mom/Son Picture Day -

In the Spring, incoming senior football players and their moms get together to take their pictures both as a group and individually. Players and their moms wear jerseys. Not only are the pictures a great keepsake, but they will also be used in the program for the final home game along with a baby picture of the senior players.



Fundamental Needs for Football Program

Footballs

Mouth Pieces

Game Jerseys

Game Pants

Game Socks

Practice Gear

Pants

Jerseys

Belts

Girdles

Shorts/Shimmels

Helmets

Shoulder pads

Other Protective Equipment

Field Equipment

Sleds

Chutes

Tackle Wheels

Dummies

Cameras/Video Equipment



Weight Room Equipment

Bars

Ropes

Racks

Meals On Game Day/Lengthy Travel

Coaches Training

Atavus

THSCA

GHFCA

Coaches School

Coaches Clothing

Banquet

Program Participation Goals

7th- 100 FB Players

8th-80 FB Players

9th- 60 FB Players

10th-50 FB players

11th- 40 Juniors

12th-35 Seniors



Player Packages if purchased outside of LAKE CREEK Touchdown Club

Junior High \$40

Game Day T Shirt

Yard Sign

Freshman/JV \$100

Game Day T Shirt

Yard Sign

Feed on Game Day

Varsity Package \$200

Game Day Shirt

Yard Sign

Feed on Game Day

Player Banner

Varsity Highlight Video