



Dear West Families, Friends, Alumni & Fans,

West High School is built on a foundation of excellence in Academics, Arts and Athletics. We are proud of our many accomplishments over the last several years, and we know that our recent successes would not be possible without the support from our #ONEWEST family!

The West Athletic Council (WAC) is a 501(c)(3) that serves as the central resource to help our athletic programs thrive. Many of you may remember when we improved the soccer locker room a few years back? Since then, we have also assisted in the development of a new softball stadium, built an indoor batting cage and locker rooms for baseball and softball, renovated the boys basketball and girls basketball/volleyball locker rooms and improved our outdoor athletic complex entrance. None of this could have happened without significant support from our community. Your past contributions have transformed West and we hope you will continue to support us as we address a critical issue facing the West Rebels football program.

Our football team is experiencing exceptional success as back-to-back state champions, and most recently, playing in the quarter finals of the playoffs for the sixth season in a row! This success is the direct result of an uncompromising work ethic, a constant pursuit of excellence and above all else, the goal of creating a family atmosphere that encourages the development of high character in our young men. Coach Lamar Brown and his staff are committed to keeping their standards high, and right now they need our help.

Our football program is growing at an unprecedented rate. With 147 players on this year's roster, we have simply run out of physical space in the fieldhouse. We have worked hard to find creative solutions, but the fact is we do not have enough lockers, training room or meeting space for the entire team. With an even larger roster expected next year, we must address the problem by extending the fieldhouse to give our players and coaching staff the facilities they need and deserve.

Boog Potter  
President

Jonathan Fortner  
Vice President

Emily Wright  
Secretary

Ashley Sartelle  
Treasurer

Jed Dance  
At Large

Todd Scott  
At Large

Bill Whitesell  
At Large

Randy Fields  
Development

Paul Romero  
West High Athletic Director

Ashley Speas  
West High School Principal

West Athletic Council | P.O. Box 10344 | Knoxville, Tennessee 37939  
[WWW.WESTHIGHSports.COM](http://WWW.WESTHIGHSports.COM)

@2022 West High School Athletic Council is a  
501(c)(3) tax-exempt organization



The West Athletic Council has already received several generous gifts to kick start our campaign. In addition, every dollar we raise will be matched dollar-for-dollar, up to 1 million dollars! We now turn to you, our extended West family, to help us raise the remaining funds.

We are seeking monetary gifts, sponsorships (that include naming rights of a room or lockers in the new building) and/or gifts in kind. Please scan the code below to visit our webpage with information about the project, a video produced by former players explaining why this project is so vital, and, most importantly ways you can contribute so that we can break ground on the project by February 2025. This new facility will enhance our team's training and performance and continue the West football tradition of providing a sense of belonging to every single player.

West High School repeatedly reflects the saying, "It is amazing what we can accomplish when no one cares who gets the credit!"

Let's work together and prove once again why we are #ONEWEST!

Go Rebels!

*Courtney Peace*

Capitol Campaign Chair

*Boog Potter*

Boog Potter, WAC President

*Dr. Ashley Speas*

Dr. Ashley Speas, West High School Principal



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## ***"Building Upon a Legacy"***



### **Rebels For Life Club: \$2,500**

Be a part of the 150 people who help us sponsor a locker for our new locker room. This gift ensures that every player has their own locker! Your name will be displayed on a plaque as you enter the locker room.

### **3300 Club: \$5,000**

Our new build will include an open outdoor patio space where current and past alums, parents, and fans can come together to celebrate the legacy of West High Football. This space will also be used for outdoor meetings and other team activities for our current players. Your name will be displayed within the patio area.

### **Champions Club: \$10,000**

We are creating a very special area dedicated to celebrating the championship history of past teams and players. Your name will be displayed in this area and on the outside entrance of the building.

### **Coaches Conference Room: \$25,000**

Sponsor this room, and your name will be displayed above the room and on the outside entrance of the building. Marketing opportunities throughout West athletic events are customizable.

### **Head Coach's Office: \$25,000**

Sponsor Coach Brown's office, and your name will be displayed above the office and on the outside entrance of the building. Marketing opportunities throughout West athletic events are customizable.

### **3300 Monument: \$25,000**

We are thrilled to incorporate a beautiful monument into our landscaping that will serve as a reminder of what it means to be a part of something bigger than themselves. 3300 is not just a number; it's a mentality. It is where we build our bonds, and our boys grow into men.

### **"West Family Room" Team Room: \$50,000 – SOLD!**

We are so excited about our new team room! It will be an incredible space for the ENTIRE team to come together, watch film, and meet in one place! This sponsor will have their name displayed on the entrance of the team room as well as their name on the outside entrance of the building. In addition, if marketing opportunities at West High athletic events interest you, we will customize a package for you.

### **Naming Rights for Building:**

We would love to name our new complex after a title sponsor! To talk about this investment level, please get in touch with Courtney Peace.

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**FIELD HOUSE EXPANSION  
CAPITAL CAMPAIGN  
SPONSOR CONFIRMATION FORM**

Name of sponsoring family/company/organization: \_\_\_\_\_

If different name for printed material: \_\_\_\_\_

Contact name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Total donation: \$ \_\_\_\_\_

☐ Rebels For Life - \$2,500

☐ 3300 Club - \$5,000

☐ Champions Club - \$10,000

☐ Coaches Conference Room - \$25,000

☐ Head Coach's Office - \$25,000

☐ Assistant Coaches Office - \$25,000

☐ 3300 Monument - \$25,000

☐ Equipment Room - \$25,000

**SOLD** ☒ "One West Family" Team Room Sponsor - \$50,000

☐ Other

Notes: \_\_\_\_\_  
\_\_\_\_\_

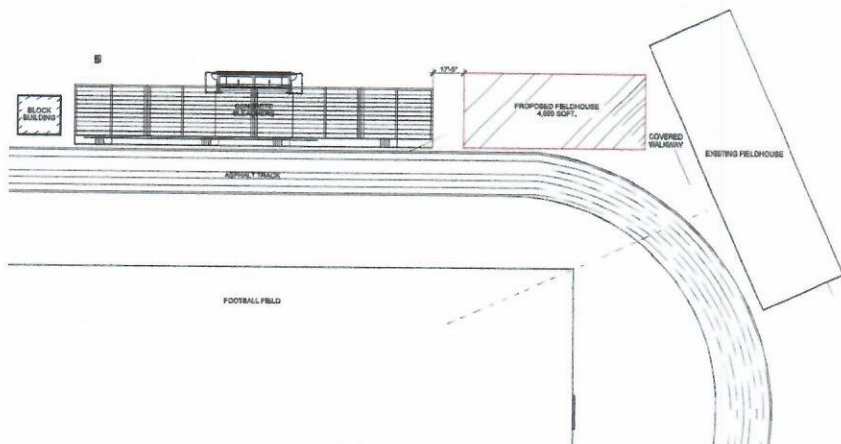
**WE APPRECIATE YOUR SUPPORT!**

West High Athletic Council PO Box 10344 Knoxville TN 37939-0344

[WWW.WESTHIGHSports.COM](http://WWW.WESTHIGHSports.COM)

*\* The West Athletic Council is a registered 501(c)(3). Documentation for tax purposes will be provided.*





## WEST FOOTBALL LOCKER ROOM EXPANSION **\$2,000,000**

### SPONSORSHIP OPPORTUNITIES

- "West Family Room" Team Room \$50,000
- 3300 Monument \$25,000
- Head Coach's Office \$25,000
- Coaches Conference Room \$25,000
- Champions Club \$10,000
- 3300 Club \$5,000
- Rebels For Life Club \$2,500



# BUILDING ONE WEST

PURSUING EXCELLENCE



## HELP KEEP WEST THE BEST!

**TO DONATE ONLINE:** Go to [westrebelsports.com](http://westrebelsports.com) and follow the "Donate Now" link on the home page.

**TO DONATE BY CHECK:** Complete the form and mail your gift to West High Athletic Council:  
P.O. Box 10344 • Knoxville, TN 37939-0344

**Thank you!** Donations to the West High Athletic Council are tax deductible and welcome in any amount.

NAME OF DONOR, COMPANY, ORGANIZATION

NAME FOR RECOGNITION (IF DIFFERENT)

ADDRESS

CITY STATE ZIP

E-MAIL

PHONE

☐ My donation is enclosed.

Checks payable to **"West High Athletic Council"**  
(Attn: Capital Campaign - Football Locker Room)

**Donation Amount:** \$

**Sponsorship Level:**

Email us at [info@westhighsports.com](mailto:info@westhighsports.com)  
Courtney Peace - Campaign Chair  
865-202-8878