



# Texas Association of Private and Parochial Schools

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Date:            May 20, 2010

To:              Head Administrators  
                    Athletic Directors

Subject:        TAPPS Partnership with VARSITY 101

The Texas Association of Private and Parochial Schools is proud to announce its partnership with Varsity 101, a division of SFC Graphics. TAPPS affiliation with Varsity 101 provides member schools the opportunity to enhance their campuses and display pride in the school and athletic teams.

Varsity 101 couples proven design and development methods with decades of experience with color graphics to guide school administrators, athletic directors and coaches through the creative process. Varsity 101 designs, prints, and installs custom graphics which incorporate school colors and logos to enhance hallways, arenas, stadiums and fences on school campuses. Varsity 101 provides an affordable and cost effective solution for schools across the country. Varsity 101's is accessible through the internet at [www.varsity-101.com](http://www.varsity-101.com) or by phone at 1-800-537-1130.

Varsity 101 graphics may be ordered in small scales or quantities to fulfill immediate needs to large scale projects supporting a campus makeover. A link to Varsity 101 is located on the "Sponsors" tab on the TAPPS home page, [www.tapps.net](http://www.tapps.net). TAPPS encourages each school to take a minute to review this opportunity provided through our partnership with Varsity 101.

TAPPS and Varsity 101 were brought together through a common connection with Home Team Marketing, HTM, the nation's leading high school marketing firm. HTM delivers fully-integrated marketing campaigns directly into high schools through athletic events across the nation. In addition to being the official marketing partner for TAPPS, HTM works for 13 other state associations across the nation and the National Federation of State High School Associations.

## FOR YOUR INFORMATION

### **SFC Graphics is proud to announce the formation of Varsity 101, a dedicated division of SFC focusing on the goals and specific needs of decision-makers in school athletics.**

The new division is responsible for the company's relationships with athletic directors, coaches and school administrators at universities, colleges and high schools across the U.S. It will also be continuing the growth and development of the products and services that comprise the company's Campus Identity and Facility Branding Programs.

SFC Graphics has been helping schools create exciting and colorful campus environments since 2004. Decades of color expertise coupled with proven design and development methods allow the company to guide customers confidently through the creative process. The team has worked with over 200 schools throughout the Midwest, Texas and Florida.

"After attending the National Interscholastic Athletic Administrators Association conference in Dallas, we received project inquiries from 22 states outside of our 'home' region" said Phil Toyne Managing Director of SFC Graphics. "The conference really confirmed the impact our work can have with schools. Our dedicated team coupled with a brand that relates to the market can help us start from a more familiar place with our customers."

The company has been able to help schools remodel and renovate facilities at a fraction of the cost in dramatically less time when compared to traditional renovations. A custom-designed Campus Identity Program can be completed very quickly or phased in over months or even years. Whatever the schedule or funding requirements, the company can help schools of any size to make their Master Design Plan a reality. The division's school athletic products and services include:

- A Master Design Plan
- Arena Enhancements
- Stadium Upgrades
- Motivational Walls
- Record Boards
- Hall of Fame Walls
- Team Windscreens

For an introduction to the how Varsity 101 can enhance and excite your school's facilities contact:

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