

2019/2020 Soccer Sponsorship Sales Instructions and Highlights

- I. Instructions for completing program ad or field-side banner sales:
- Take the order form to prospective businesses, family, and friends.
 - They complete the order form.
 - They circle the size ad they wish to purchase and/or select a field-side banner.
 - You complete the “Total Ads, Total Design & Amount Due” section.
 - You collect all items from the business or person making the purchase that are necessary for ad and/or banner to be printed (business card, digital photos, artwork, disc, etc)
 - You collect the check for payment of the sponsorship from the business or person making the purchase. Checks need to be made payable to “MCHS Goal Club”.
 - Any photos need to be in PDF, JPEG, or EPS formats.
 - Attach additional pages to the order form if necessary for the business or person purchasing the ad and/or banner to write out specific wording for their sponsorship. Please make sure all materials are readable.
 - For specific questions on field-side banners, please contact Lori Miller at millcreeksoccer@gmail.com or 678-468-4048.
- II. All materials and payment for ads and banners must be submitted by January 24, 2019 to make the print deadline. Player’s membership fees are credited based on the total amount of ad sales. See the table below for ad packages and player credit amounts:

AD	Sale	Player Credit
Business Card B&W	65	45
1/4 page B&W	125	90
1/2 page B&W	175	130
Full page B&W	225	150
1/2 page Color	225	150
Full Page Color	300	200
Inside Back Cover (color)	350	250
Back Cover (color)	400	300
Banner - New	500	300
Banner - Renewal	300	200

Additional Notes:

Banners are displayed at stadium entrance for all soccer, track and lacrosse events
All sponsors recognized at all home games

- III. As you make sales, please send an email to millcreeksoccer@gmail.com and we will set up a collection time. The website will be updated with sponsors so the earlier you get them in, the longer the sponsor will gain recognition. Additionally, the earlier you start, the less chance of competing with someone else for the same sponsor.
- IV. Make sure to write in the player's name responsible for selling the ad and/or banner, along with a parent's phone number and email address, on the ad order form.
- V. Detach the lower portion of order form to give to the business or individual purchasing the ad/banner as their receipt. Do not leave receipt until payment is collected.
- VI. Completed forms, payments, and other documents related to ads you sell should be turned into Dawn Graeser. If you would like to e-mail completed ad forms and/or PDF's, JPEG's, or EPS items for ads you sell, those may be e-mailed to millcreeksoccer@gmail.com.
- VII. **Due to our printing deadline, we must have all required materials for ads no later than January 24th; otherwise, we cannot guarantee that ads will be placed in the program. We have set a deadline to insure the books are completed and delivered in a timely manner. Please help us in this endeavor.**