

2012 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 John Muntean at jkmuntean@bellsouth.net or 404-886-3815 or Mike Vincent at wmvin@bellsouth.net or 404-512-7044.

- II. All materials and payment for ads must be presented at the Ice Cream Social for the ad to make the print deadline and for 75% of the ad base price to be deducted from player membership fee. Reminder: \$250 player membership fee credit for field-side banner sale.

- III. 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.

- IV. 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.

- V. Completed forms, payments, and other documents related to ads you sell may be turned in to your Coach. 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 mtroy@hbham.com.

- VI. **Due to a printing deadline, we must have all required materials for ads no later than February 2nd; otherwise, we cannot guarantee that ads will be placed in the program. We have set a hard deadline to insure the books are completed and delivered in a timely manner. Please help us in this endeavor.**

GO HAWKS!!