



GIRLS' LACROSSE PROGRAM ADVERTISEMENTS

It's time to kick-off our Season Program advertising drive for the **2010 Girls' Lacrosse teams**.

The Girls' Lacrosse Media Guide has the potential to be our largest team fundraiser and through a lot of effort your daughter may play for free. Each player is encouraged to sell as many advertisements as possible. Please consider a personal goal of selling \$400.00 in advertisements. The more ads sold, the lower your individual Spirit Pack! This year's Spirit Pack contribution is \$325.00. If you sell \$325.00 in **business ads**, then your Spirit Pack contribution will be zero. If you sell \$100.00 in business ads, then your Spirit Pack is now \$225.00. Personal ads do not offset your Spirit Pack total.

It is my desire for **RETURNING PLAYERS** to have all of their advertisements sold by **Tuesday, February 16, 2010**, the date of our player/parent meeting. This way a family will be aware of their expected spirit pack contribution. Players may continue to sell ads after this deadline, but spirit pack contributions are due at the player/parent meeting.

For **NEW PLAYERS**, all Advertising Agreements and Artwork are due no later than **Tuesday, February 23, 2010** (this is the final deadline for all artwork).

Refunds will be made through the ASB Account if additional ads are sold following a family's payment of their spirit pack contribution.

Why Offer a Lacrosse Print Program?

The production costs of the program, as well as a portion of our team costs, are funded by these advertisements, so the support of all of our families is encouraged. Do not forget to ask businesses you are in contact with everyday, such as the cleaners, dentist, video store, or restaurant. Be sure to collect the artwork and check at the same time if possible.

Please see the attached forms necessary for placing an ad. Make as many copies of the form as you will need. The same form may be used for commercial business ads as well as family personal ads. Once you have completed a sale, tear off the receipt, fill it out and leave it with the business or individual that placed the ad. Make sure to return the artwork and money to your coach immediately.

Our Program Advertising Coordinators will be determined at a later date, but in the meantime please email Coach Scott Mann with any questions (scott.mann@svusd.org).

Program Advertising Contract

This form should be filled out by the advertiser for each advertisement submitted. Advertising rates are listed on the form. Please include the form, digital (preferred) or camera-ready artwork and a check for the appropriate amount made out to "Trabuco Hills Girls' Lacrosse." Present this form to any service providers who might want to advertise, such as your dentist, cleaners, restaurant, or retail store.

Advertisement Size Specifications

The following sizes are available: full page, half page, quarter page, and business card. Please note the exact sizes on the spec sheet. Advertisers must fit their artwork into the space indicated for the size ad they bought.

Artwork

All artwork submitted must be digital (preferred) or camera ready. Digital artwork may be emailed to scott.mann@svusd.org. Camera ready artwork means a clean photograph, laser print or photocopy within the border guidelines of the specified size. Color photos or gradients (images using grayscale or halftone dots) may not reproduce as well as the original so digital files are highly recommended. Business cards may be submitted as is.

Players: After you have collected any ad materials, please return them (checks, artwork, and contracts) to Coach Scott Mann immediately. Please do not wait until the last minute to turn in your ads.

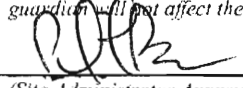
The Saddleback Valley Unified School District is very proud of the extensive co-curricular programs offered at the comprehensive high schools. Through state funding, the District provides financial support for these programs, which may include stipends for one or more coach/advisor for each program, superb facilities, and general maintenance of the facilities. However, costs exceed limited state allocations, thus necessitating booster club support and requests for contributions from participants.

Participation in the Trabuco Hills High School Girls' Lacrosse Organization is strictly voluntary, and no student will be denied the opportunity to participate in a SVUSD co-curricular activity because of a parent or guardian's failure to participate in fundraising activities, failure to devote time or resources to the booster club, or failure to purchase uniforms, or other accessories or equipment. Parents or students who do not participate will not be publicly identified.

In an effort to provide a comprehensive program for students at all levels, Trabuco Hills High School Girls' Lacrosse is requesting additional contributions in the amount of \$13,000.00 dollars to fulfill our operating budget, which works out to approximately \$325.00 per student.

If additional funds to augment the program are not raised in the amount noted above, the school may find it necessary to scale back the program. We are strongly encouraging all parents to contribute to the program. Remember, your contributions are tax deductible.

Additionally, parents and students may be asked to participate in fundraising activities throughout the year in an effort to provide even greater financial support for the program. Participation is highly encouraged. However, lack of participation in these fundraising activities by a parent or guardian will not affect their student's ability to participate.



(Site Administrator Approval)

10-26-09

(Date)



PROGRAM ADVERTISING CONTRACT

We are pleased to offer the Trabuco Hills Girls' Lacrosse Program for your advertising consideration. The funds raised through the sale of the program ads are used to provide better training and game equipment for our team and covers additional costs during the season. Advertising in our program is a cost effective means by which you can reach a large portion of your local patrons. Thank you for your participation in Girls' Lacrosse.

Referred by: [Player should fill in their name here.] _____

Yes, I wish to purchase space in the **Trabuco Hills Girls' Lacrosse Program**. Today's date: _____

Business Name / Individual Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: [_____] _____ Fax: [_____] _____ E-mail: _____

Purchaser's Name: [Please print.] _____

Authorized Signature: _____

The following advertising spaces are available. [Note the exact size and layout on the spec sheet.] The entire media guide will be printed in color.

- | | |
|--|--|
| <input type="checkbox"/> Outside Back Cover..... 8.5" (w) x 11".....\$800.00 | <input type="checkbox"/> 1/2 Page7.5" (w) x 4.9" \$200.00 |
| <input type="checkbox"/> Inside Cover..... 8.5" (w) x 11".....\$500.00 | <input type="checkbox"/> 1/4 Page3.65" (w) x 4.9" \$100.00 |
| <input type="checkbox"/> Full Page..... 7.5" (w) x 10".....\$400.00 | <input type="checkbox"/> Business Card .3.625" (w) x 2.375" . \$50.00 |
| <input type="checkbox"/> Front Cover Logo..... 8.5" (w) x 2".....\$1,000.00 | |

The above company/individual hereby agrees to purchase advertising space in the Trabuco Hills High School Girls' Lacrosse Program.

All ad copy must be black and white line art, camera-ready art or on disk in Hi-Res (300 dpi) eps, jpeg, tiff, or PDF format. If you do not have the resources to obtain camera ready artwork, simple typesetting services are available, but ads will not be designed.

☐ Typeset the following message: [Please print in upper and lowercase as desired.]

Please make your check for the advertisement payable to "Trabuco Hills Girls' Lacrosse."



PROOF OF ADVERTISEMENT (RECEIPT)

Thank you for your contribution of \$_____ to **Trabuco Hills Girls' Lacrosse**.

For this contribution, you will receive a THHS Lacrosse Season Program Ad sized at...

- | | |
|--|---|
| <input type="checkbox"/> Full Page (location: _____) | <input type="checkbox"/> Half Page |
| <input type="checkbox"/> Quarter Page | <input type="checkbox"/> Business Card |
| This ad is a... <input type="checkbox"/> Business Ad | <input type="checkbox"/> Personal Ad (doesn't offset Spirit Pack) |

Please keep this written acknowledgement of your donation for your tax records. The IRS no longer accepts your canceled check as proof of any donation of \$250 or more. Thank you for your support of Girls' Lacrosse!

Full Page B/W Ad - \$400

7.5" (wide) x 10" (tall)

Outside Back Cover Color Ad- \$800

8.5" (wide) x 11" (tall)

Inside Front or Back Cover Color Ad - \$500

8.5" (wide) x 11" (tall)

Front Cover (logo only, color) - \$1,000

8.5" (wide) x 2" (tall)

Business Card B/W Ad - \$50

3.625" (wide) x 2.375" (tall)

Quarter Page B/W Ad - \$100

3.625" (wide) x 4.9" (tall)

Half Page B/W Ad - \$200

7.5" (wide) x 4.9" (tall)

Advertisement Notes

- All ads must fit within the box dimensions for the type of advertisement purchased
- Digital formats are preferred as image quality will be lost when ads are scanned
- Minor text corrections will be done, but ad design is the responsibility of the sponsoring business
- All advertisements are black and white (B/W) unless noted