



Huntsville High School Panther Soccer

Sponsor Sales Instructions for Players ~ 2009-2010

Our major fundraiser for the 2009-2010 season will be to "Fill the Fence". We want to "Fill the Fence" with signs, fans and some great soccer. To achieve this, sponsorships are being offered with a percentage of proceeds being applied to your team fees. These sponsorships are detailed on the back of this instruction page. The following is a list of sponsorship pricing along with the player credit for each:

Sponsor Level	Cost	Credit
Panther Pride <i>(includes field sign)</i>	\$1500.00	Fees waived
Panther Spirit <i>(includes field sign)</i>	\$1000.00	Fees waived
Red and Blue <i>(includes field sign)</i>	\$600.00	\$200.00
Supporter <i>(includes field sign)</i>	\$300.00	\$100.00
Full Page Ad	\$100.00	\$50.00
Half Page Ad	\$75.00	\$37.50
Quarter Page Ad	\$50.00	\$25.00

Instructions

1. Please honor existing accounts (2008-2009, as attached), until team selection - January 22, 2010. After this deadline, any advertiser will become available to any player.
2. Fill out the sponsor contract completely.
3. Collect payment at the time of sale. Leave the bottom part of the contract as a receipt.
4. Artwork in an electronic form is requested. Formats accepted: .jpg, .pdf, .gif, .eps, and .ai. Please e-mail all artwork to Jennie Oliver at jboliver@gmail.com. Please include the player's name with the artwork.
5. Return the contracts with any attachments and payment to Gwen Murphy at 2514 Audubon Lane, Hampton Cove, AL, 35763. Submit completed sponsor sales contracts with payment (**Checks made payable to HHS Panther Soccer Booster Club**) immediately. You do not need to wait until you have completed all your sponsor sales before submitting your ads.

Contacts for questions

Gwen Murphy 539-3353 bamamurph@comcast.net	Jennie Oliver 759-1711 jboliver@gmail.com
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Important Dates

Kick Off Meeting	November 19, 2009
Conditioning begins	November 30, 2009
Tryouts	January 18, 2010
Team Selection	January 22, 2010
Deadline for existing accounts*	January 22, 2010
Administration Day and deadline for all ads	January 30, 2010
First game	February 8, 2010

* This is the deadline to insure credit for the player of record.

Selling Tips

- Remember: The easiest sales to make may be to people you know who own or manage a business.
- Don't wait until the last minute to sell. You'll be busy with soccer tryouts and practice in addition to homework after the semester break. Have a contract handy when you visit your doctor, dentist, hair stylist, auto mechanic, insurance or real estate agent. Contact merchants over the holidays and don't be discouraged if they aren't able to buy an ad before the end of the year. Leave a contract and follow up with them after January 1 when their new business year begins.
- Rehearse your presentation with a fellow soccer player who has experience or a family member. For example, "Hi, my name is (your name) and I play soccer for Huntsville High School. Could you support our teams being a sponsor of our program?"
- Follow up with a thank you note. When a merchant becomes a sponsor, they are effectively handing you cash. Appreciation formally expressed this year is more likely to get you repeat business next year.



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Sponsor Level Details

Panther Pride Sponsor: \$1500

- 4'x 8' Field sign displayed on field throughout season
- Company logo recognition on HHS Soccer website, over 6500 hits Spring season 2009
- Full page color ad in HHS Soccer program
- Logo recognition on home and away team roster distributed at gate during all home varsity games
- One complementary HHS Soccer program
- Recognition of company as Corporate Sponsor, by name over public address system during halftime of home games
- Panther Pride Sponsor appreciation plaque
- 4 season passes to home games
- Company logo on Varsity and JV practice jerseys

Panther Spirit Sponsor: \$1000

- We will give away a spirit item to 75 fans at the home game of your choice. Items such as mini soccer balls, stadium cups, lanyards, featuring sponsor logo and HHS soccer logo.
- Recognition as Panther Spirit Sponsor during half time of selected home game.
- 4'x 8' Field sign displayed on field throughout season
- Half page ad in HHS Soccer program
- One complementary HHS Soccer program
- Spirit Sponsor appreciation plaque
- 4 season passes to home games

Red and Blue Sponsor: \$600

- 4'x 8' Field sign displayed on field throughout season
- Half page ad in HHS Soccer program
- One complementary HHS Soccer program
- Red and Blue Sponsor appreciation plaque
- 2 season passes to home games

Supporter: \$300

- 4'x 8' Field sign displayed on field throughout season
- One quarter page ad in HHS Soccer program
- One complementary HHS Soccer program
- Supporter appreciation plaque

Huntsville High School Soccer Program Ads:

- Full Page Ad: \$100
- Half Page Ad: \$75
- Quarter Page Ad: \$50