

PANTHER H SOCCER

Our major fundraiser for the 2011-2012 season will be to "Frame the Game". We want to fill the soccer fence with signs. This year 50% of each sponsorships sold will be applied to your player player fees, practice kit, long sleeved red jersey and 7th period soccer fees as outlined below. The following is a list of sponsorship pricing along with the player credit for each:

Sponsor Level	Cost	Player Credit
Panther Pride <i>(includes field sign)</i>	\$1500	\$750
Panther Spirit <i>(includes field sign)</i>	\$1000	\$500
Red and Blue <i>(includes field sign)</i>	\$600	\$300
Supporter <i>(includes field sign)</i>	\$300	\$150
Home Game Ticket Sponsor	\$200	\$100
Game Day Roster Ad	\$75	\$37.50

Instructions

- Please honor existing accounts from the 2010-2011 season (attached), until team selection - December 16, 2011. After this deadline, any sponsor will become available to any player.
- Fill out the sponsor contract completely.
- Collect payment at the time of sale. Leave the bottom part of the contract as a receipt.
- **Artwork in an electronic form is requested. Formats accepted: .jpg, .pdf, .gif, .eps, and .ai. Please e-mail all artwork to Jennie Oliver at hhspanthersoccer@gmail.com Include the player's name with the artwork.**
- Checks made payable to **HHS Panther Soccer Booster Club**. PLEASE submit Sponsorship contracts and checks as you receive them.

Return the contracts with payment as you receive them to:

Gwen Murphy
2514 Audubon Lane
Hampton Cove AL 35763

Questions, Contact:

Gwen Murphy

256-539-3353

bamamurph@comcast.net

Important Dates

Kick Off Meeting	Nov 14, 2011
Deadline for existing accounts	Dec 16, 2012
Tryouts	Jan 23, 2012
Team Selection	Jan 27, 2012
Administration Day	Feb 4, 2012
Game Day Roster art work due	Feb 18, 2012
Season Starts	Feb 13, 2012

Selling Tips

- Remember: The easiest sales to make may be to people you know who own or manage a business. Have sponsorship brochure 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.
- Don't wait until the last minute to sell
- 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 by 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.

Once you've contacted your potential sponsor, please notify Gwen Murphy at bamamurph@comcast.net.