

**Game Day Program Ads and Sponsor Coupon Sales Program
2012 CIF Lacrosse Season at THHS**

Do you want to play THHS Boys Lacrosse for **FREE***? Well, its time to kick-off our Lacrosse 2012 fundraiser and yes that's correct every player has the opportunity to play for **FREE***.

Team program ad sales are the primary revenue generation event of the season and all student athletes and families are encouraged to participate. The funds raised through sales are used to offset if not eliminate player costs, fund coaching salaries, purchase training equipment, and offset operational expenses: referees, fields, lighting, trainers, team events. Each Student athlete and family support is essential to the Boys Lacrosse program. Program ad sales are generated by the businesses that you are in contact with everyday, such as; dry-cleaners, dentists / medical, retail stores, restaurants and family members. Remember to take your ad packet with you everywhere you go, you can sell anytime!

Generate sales = support the program and play for Free* Player registration dues may be recouped by ad sales generated for the 2012 Team Program. As an incentive, a 1:2 sales ratio will apply (\$1.00 refunded for every \$2.00 sold). This incentive is in effect until February 10, 2012.

The Ad sales deadline and submission of sponsor artwork (jpeg format only) is February 10, 2012.

Locked sponsors: Locked sponsors are a system that allows players to retain a sponsor year to year and increase the potential of the sponsor remaining with the Boys Lacrosse program in the future. The system also provides players the ability to increase sponsorship though the years and generate sales to play for free. Graduating or non returning players are to hand off all their locked sponsors to a sibling, a player in need of financial aid, or a new player in the lacrosse program. Non transferred sponsors are considered owned by the program and will distributed at the programs discretion. Returning players that have Locked Sponsors have until **January 6, 2012** to secure and turn in their Locked *Sponsors* sales contract or they become Free-Game Sponsors. A list of Free-Game Sponsors will be sent out to all players after **January 6, 2010**. Once a player signs a new sponsor or Free-Game Sponsor to purchase an ad with them, that particular Free-Game Sponsor becomes their Locked Sponsor. The Locked Sponsor roster is attached to the Game Day Program packet and will also be available at www.mustanglax.com.

****Notification of protected sponsor transfer to an alternative player to be issued to: mmckahan@cox.net**

Game Day Sponsor Coupon's: Is a season long advertising opportunity. Game Day Sponsor Coupon sheet will be printed in color and given out at every home game as well as being available on our website. There are ten spaces available per coupon sheet. The price per space is \$100.00 unless the coupons are purchased in conjunction with a Game Day Program ad then they become \$50. The Sponsor coupons will run throughout the lacrosse season and be printed for each home game.

Retail Sales Percentage Refund Program: Local retailers (restaurant, flower shops, etc) are perfect opportunities for give back programs. A retailer will refund on average 10-20% of the purchase to Boys Lacrosse. See Michael McKahan for details.

Please see the attached forms necessary for placing an ad. Make as many copies of the forms as you will need. Use the same form for commercial business ads as well as personal ads from an individual. Once you have closed the sale, fill the receipt out and leave it with the business or individual that placed the ad. Camera ready (jpeg) ad images are required. Ad sales are to be submitted to the parent volunteers below as soon as possible. Submission items include: contract, artwork, and check, If you have any questions please contact one of the parent volunteers below.

Please have all checks made out to "Trabuco Hills Boys Lacrosse" and remember all ads are due no later than Friday February 10, 2012 . Checks and sponsor advertising images (jpeg only) are to be provided to Michael McKahan.

GO BLUE

Your Program Advertising Parent Volunteer Team		
Michael McKahan Team Program Sales 949.201. 8386 cell email: mmckahan@cox.net	Brad Driver Graphics Design 949-395-6597 email: bdriver@rootcreativegroup.com	<u>We need boosters now!</u> JV Ad Sales Coordinator F/S Ad Sales Coordinator

* FREE as offsetting player registration / dues and not inclusive of equipment.

THHS BOYS LACROSSE 2011-2012 FINAL LOCKED SPONSORS (effective 1-13-2012)

PLAYER	SPONSOR NAME
Cruz, Troy	Professional Community Management
Cruz, Troy	OC Fire Crew
Gutierrez, Michael	Personal
Hartjes, Cody	Saddleback Dental Center
Hartjes, Cody	SMS SUPERCARS -INSIDE FRONT COVER
Hartjes, Cody	Personal
Hartjes, Cody	Grandpa & Grandma Hartjes:-personal
Hartjes, Cody	Uncle Mike & Aunt Julie --personal
Hartjes, Cody	Hua / Dao family - -personal
Hartjes, Cody	Autosport
Hartjes, Cody	Batesole Orthodontics
Mitchell, Jacob	TLC Financial Network Inc.
Pickard, Blake	Details By Pic
Pickard, Blake	ISLANDS
Pickard, Blake	Diversified Investment
Pickard, Blake	Copler Specialists, Inc.
Ranck, Andrew	DREAM DINNERS / + coupons
Whitkin, Justin	USA Express + coupon
Alexander, Jeff	Hanna's
Driver, Cody	Root Creative Group
Dekoning, Shannon	FOOTHILL RANCH PHT THERAPY
Kollenda, Ty	The College Doctor
Kollenda, Ty	Velocity
Kilfoy, Gregory	The Hat
Kilfoy, Gregory	Howard Nakamura Orthodontics
Kilfoy, Gregory	personal
Kilfoy, Gregory	Life Balance Chiropractic
Lissin, Sammy	Personal
Lissin, Sammy	Ran the Carpet Man
Martin, Chad	Nuggets & Carats
Martin, Chad	NICOLAI &NUTH DENTAL LAB
Martin, Chad	MORGAN STANLEY
Martin, Chad	DR DAVID EGGLESTON
Martin, Chad	FLOOD AIR INC
Martin, Chad	DR ROBERT MEISTER
Martin, Chad	THE FRAMING CORNER
Martin, Chad	USA EXPRESS
Martin, Chad	PARK TERRACE
Martin, Chad	Clarion Mortgage Capital
Martin, Chad	personal
Striebig, Daniel & Nick	Personal donation
Whitaker, Ty	Dr. Ting Orthodontics
Whitaker, Ty	Ladera Ranch Pediatric Dentistry
Whitaker, Ty	Perrod dental
Blake, Daniel	OC REGISTER - INSIDE BACK COVER
Huse, Jordan	Angel Cleaners
Huse, Jordan	Allen Family Automotive Group
McKahan, Connor	Dr. Dennis Yoshi
McKahan, Connor	Jersey Mikes
McKahan, Connor	Outback Steakhouse
McKahan, Connor	Elmore Toyota
McKahan, Connor	Peppinos
Seitz, Brett	Foothill Post & Ship
Sherikar, Ranjit	South OC dental group
Sherikar, Ranjit	personal
Taniguchi, Travis	personal
Taniguchi, Travis	Tutto Fresco
Taniguchi, Travis	Southswell Sports
Taniguchi, Travis	Paws Pet Resort
Taniguchi, Travis	Dr. O'Braltis
Taniguchi, Travis	Dr. Turek
Taniguchi, Travis	All League Sports
Taniguchi, Travis	Howard Nakamura Orthodontics
Taniguchi, Travis	Stan Burns Insurance
Taniguchi, Travis	Rapiccies Ice
Taniguchi, Travis	Fantastic Sams
Taniguchi, Travis	Cicero's Pizzeria
Taniguchi, Travis	So Cal Lacrosse
Taniguchi, Travis	Lacrosse Monkey
GRADUATED PLAYERS	
	FitBody Bootcamp
	Lee's Taekwondo
	E.M. Makhout, D.D.S.
	Hula Halau O Kanoelani
	IT responsive
	T SHIRTS PLUS
	Dr. Green OD / Nvision - Banner
	Dr. Green OD / Nvision -
	Edison International
	Anthony Pena
<p>Season protected sponsors in red effective January 13,2012. Remaining sponsors are are no longer protected. Complete Game Day Program Ad Contracts are to be turned in to Michael McKahan directly or via email to: mmckahan@cox.net. (See Kick off packet for contact information) Please contact Michael McKahan with any questions at:mmckahan@cox.net</p>	



Game Day Program Ad Contract & Game Day Sponsor Coupons Contract

We are pleased to offer the 2012 THHS Game Day Lacrosse Program and the Game Day Lacrosse Sponsor Coupons for your advertising consideration. The funds raised through these sales are used to offset if not eliminate the player costs, provide better training and game equipment for our team and cover additional costs during the season. Advertising with us is a cost effective means by which you can reach a large portion of your local patrons. We look forward and thank you for your participation in Mustang Lacrosse. **NOTE: Camera ready artwork (Jpeg) is required.**

Players Name: _____ **Date:** _____

Sponsor Information	
Business Name :	_____
Purchasers Name :	_____
Address:	_____
City:	State: _____ Zip: _____
Phone:	Fax: _____ Other: _____
E-mail:	_____
<input type="checkbox"/>	I wish to purchase space in the 2012 THHS Game Day Lacrosse Program and participate in the 2012 THHS Game Day Sponsor Coupon sheet to receive ½ OFF the Game Day Lacrosse Sponsor Coupon(s) price.
<input type="checkbox"/>	I wish only to purchase space in the 2012 THHS Game Day Lacrosse Program.
<input type="checkbox"/>	I wish only to participate in the 2012 THHS Game Day Lacrosse coupon sheet.

2012 THHS Game Day Lacrosse Program Ads			
The following advertising spaces are available. [Note the exact size and layout on the spec sheet.] The inside front and back covers are in color, all other ads are black and white. All contracts, camera ready artwork and checks should be submitted to the player so they can have them in no later than February 20, 2012 . We cannot guarantee ads received after February 20, 2012 will appear in the program. ***** \$200.00 sponsorship provides company logo placement on the team website *****			
	Ad Size	Price	
<input type="checkbox"/>	Outside Back (color) 8½" x 11"	\$800.00	<input type="checkbox"/>
<input type="checkbox"/>	Inside Front (color) 7¾" x 10¼"	\$500.00	<input type="checkbox"/>
<input type="checkbox"/>	Inside Back (color) 7¾" x 10¼"	\$500.00	<input type="checkbox"/>
<input type="checkbox"/>	Full Page (bw) 7¾" x 10¼"	\$300.00	<input type="checkbox"/>
<input type="checkbox"/>	Half Page (bw) 7¾" x 4-7/8"	\$150.00	<input type="checkbox"/>
<input type="checkbox"/>	Quarter Page(bw) 3⅝" x 4⅞"	\$75.00	<input type="checkbox"/>
<input type="checkbox"/>	Business Card (bw) 3½" x 2"	\$50.00	<input type="checkbox"/>
<input type="checkbox"/>	Vinyl Banner (4' x 6')	\$200.00	<input type="checkbox"/>

2012 THHS Game Day Lacrosse Sponsor Coupons		
Game Day Sponsor Coupons will be printed in color and given out at every home game. There are eight spaces available per coupon sheet. The prices below are per space. When the coupons are purchased in conjunction with a game day program ad you receive ½ off the price of the coupon space.		
	Qty	
<input type="checkbox"/>		Coupon 3½" x 2" without advertisement in 2012 THHS Game Day Lacrosse Program
<input type="checkbox"/>		Coupon 3½" x 2" with advertisement in 2012 THHS Game Day Lacrosse Program
		Price
		\$100.00
		\$50.00

2012 THHS Game Day Lacrosse Program Ads Total \$ _____
2012 THHS Game Day Lacrosse Sponsor Coupons Total \$ _____

2012 Total Contribution \$ _____

Please make your check payable to "Trabuco Hills Boys' Lacrosse"

Authorized Signature: X

The above company/individual hereby agrees to purchase advertising space in the 2012 THHS Game Day Lacrosse Program and or coupon(s) space in the 2012 THHS Game Day Lacrosse Sponsor Coupon sheet.



Sponsor Receipt

Trabuco Hills Boys Lacrosse would like to thank you for your generous contribution of \$_____. Your commitment to helping Trabuco Hills Boys Lacrosse in our community is sincerely appreciated. Below is what you will receive for your contribution. **NOTE: Camera ready artwork (Jpeg) is required.** **THHS BOYS LACROSSE EIN: 952823596**

2012 THHS Game Day Lacrosse Program Ads					
Ad Size		Price	Ad Size		Price
<input type="checkbox"/>	Outside Back (color) 8½" x 11"	\$800.00	<input type="checkbox"/>	Half Page (bw) 7¾" x 4-7/8"	\$150.00
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Qty		Price
<input type="checkbox"/>	Coupon 3½" x 2" without advertisement in 2012 THHS Game Day Lacrosse Program	\$100.00
<input type="checkbox"/>	Coupon 3½" x 2" with advertisement in 2012 THHS Game Day Lacrosse Program	\$50.00

2012 THHS Game Day Lacrosse Program Ads Total \$ _____
2012 THHS Game Day Lacrosse Sponsor Coupons Total \$ _____
2012 Total Contribution \$ _____

Please keep this written acknowledgement of your donation for your tax records.

Thank you for your support of our Lacrosse program!



Sponsor Receipt

Trabuco Hills Boys Lacrosse would like to thank you for your generous contribution of \$_____. Your commitment to helping Trabuco Hills Boys Lacrosse in our community is sincerely appreciated. Below is what you will receive for your contribution. **NOTE: Camera ready artwork (Jpeg) is required.** **THHS BOYS LACROSSE EIN: 952823596**

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<input type="checkbox"/>	Coupon 3½" x 2" with advertisement in 2012 THHS Game Day Lacrosse Program	\$50.00

2012 THHS Game Day Lacrosse Program Ads Total \$ _____
2012 THHS Game Day Lacrosse Sponsor Coupons Total \$ _____
2012 Total Contribution \$ _____

Please keep this written acknowledgement of your donation for your tax records.

Thank you for your support of our Lacrosse program!

Full Page

Inside page of the program = \$300.00

B/W 7 ¾ x 10 ¼ no full page bleed

Inside Front Cover = \$500.00

Color 8 ½ x 11 Full Bleed

Inside Back Cover = \$500.00

Color 8 ½ x 11 Full Bleed

Vertical Proof must fit inside this box

JPEG image required to assure image quality

WEBSITE BANNER AD – COMPANY LINK = \$200

A \$200 contribution provides placement of your company logo and website link on the Lacrosse website.
Average 2000 visitors per season

Quarter page = \$75.00

3 5/8 x 4 7/8

Vertical position

Proof must fit inside this box

JPEG image required to assure image quality

Business Card = \$50.00

3 ½ x 2

Horizontal position

Proof must fit inside this box

THHS Families receive this size add free for player 'Shout Out'- Submit your message to Brad Driver

Half page = \$150.00

7 ¾ x 4 7/8

Horizontal position

Proof must fit inside this box

JPEG image required to assure image quality

BOOSTER BANNER = \$200

4' X 6'

To be displayed at THHS Stadium throughout the season

Artwork to be provided – camera ready – JPEG

Please support our sponsors! They supported us, let's Support them!

Coupon spaces are \$100 ea. or \$50 ea. when purchased with an ad in the Game Day Program.

Sample Coupon

(Color) 1 $\frac{3}{4}$ " x 4"
Horizontal Position
Proof must fit inside this box.

Sample Coupon

(Color) 1 $\frac{3}{4}$ " x 4"
Horizontal Position
Proof must fit inside this box.

Sample Coupon

(Color) 1 $\frac{3}{4}$ " x 4"
Horizontal Position
Proof must fit inside this box.

Sample Coupon

(Color) 1 $\frac{3}{4}$ " x 4"
Horizontal Position
Proof must fit inside this box.

Sample Coupon

(Color) 1 $\frac{3}{4}$ " x 4"
Horizontal Position
Proof must fit inside this box.

Sample Coupon

(Color) 1 $\frac{3}{4}$ " x 4"
Horizontal Position
Proof must fit inside this box.

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