

**Game Day Program Ads and Sponsor Coupon Sales Program
2011 CIF Lacrosse Season at THHS**

Do you want to play THHS Boys Lacrosse for **FREE***? Well, its time to kick-off our Lacrosse 2011 fundraiser and yes that's correct every player has the opportunity to play for **FREE***.

The Player 2011 Game Day Program advertising buy in is: \$50.00. This amount allocates the expense of producing the Team Game Day Program. 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 assistant coaching salaries, purchase training equipment, and offset operational expenses: referees, fields, lighting, trainers, team events. Each Student athlete and family support is essential to support 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 2011 Team Program. As an incentive, a 1: 1 sales ratio will apply for sales up to \$300.00 (\$1.00 dollar credit to players dues for each \$1.00 in ad's sold), with a 2:1 sales to credit ratio above the \$300.00 level (\$1.00 refunded for every \$2.00 sold). This incentive is in effect until January 5, 2011. Sales generated after January 5, 2011 will be credited one dollar for every two dollars sold to refund dues.

The Ad sales deadline and submission of sponsor artwork (jpeg format only) is February 20, 2011.

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 5, 2011** 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 5, 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.

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 20, 2010 . Checks and sponsor advertising images (jpeg only) are to be provided to Michael McKahan.

GO BLUE

Your Program Advertising Parent Volunteer Team		
Michael McKahan Sales 949.201. 8386 cell email: mmckahan@cox.net	Brad Driver Graphics Design	<u>This could be you. We need help!</u> JV Ad Sales Coordinator F/S Ad Sales Coordinator

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

THHS BOYS LACROSSE 2010-2011 LOCKED SPONSORS (effective 11/16/2010)

<i>PLAYER</i>	<i>Grade Level</i>	<i>Ad Amount Sold</i>	<i>SPONSOR NAME</i>
Blake Pickard	FR	\$50.00	Associated Telcom
Blake Pickard	FR	\$150.00	Gregg's Mobile- Detail by Pic
Blake Pickard	FR	\$50.00	Diversified Investments
Blake Pickard	FR	\$50.00	McGhie Motors
Driver, Cody	SP	\$400.00	ROOT CREATIVE GROUP
Franks, Aaron	SP	\$50	Prof. Mobile Detailing
Franks, Aaron	SP	\$100	All Micro Service
Franks, Aaron	SP	\$50	Sorting Thru Life
Kilfoy, Gregory	SP	\$800.00	The Hat * (Transferred sponsor)
Kilfoy, Gregory	SP	\$50.00	Howard Nakamura Orthodontics
Kilfoy, Gregory	SP	\$200.00	Life Balance Chiropractic
Lissin, Sammy	SP	\$50	Repicci's Italian Ice
Martin, Chad	SP	\$50	Nugets & Carats
Martin, Chad	SP	\$100	NICOLAI & NUTH DENTAL LAB
Martin, Chad	SP	\$50	UNITED STUDIOS OF SELF DEFENSE
Whitaker, Ty	SP	\$100	Golden Spoon
Whitaker, Ty	SP	\$50	Gateway Rehab & Wellness Center
Whitaker, Ty	SP	\$50	Dr. Ting
Zaldivar, Alec	SP	\$50	Niguel Motors
Zaldivar, Alec	SP	\$100	Flora Stenger, D.D.S
Huh, Brian	JR	\$50	Lee's Tae Kwon Do
Huh, Brian	JR	\$50	Nestle Toll House Café
Huh, Brian	JR	\$50	Total Repair center
McKahan, Connor	JR	\$50.00	Dr. Dennis Yoshi
McKahan, Connor	JR	\$100.00	Jersey Mikes
McKahan, Connor	JR	\$100.00	Outback Steakhouse
McKahan, Connor	JR	\$100.00	Eye Care West
McKahan, Connor	JR	\$400.00	Elmore Toyota
McKahan, Connor	JR	\$500.00	Peppinos
Seitz, Brett	JR	\$100.00	Foothill Post & Ship
Taniguchi, Travis	JR	\$250.00	Southwell Sports
Taniguchi, Travis	JR	\$50.00	Compete Performance
Taniguchi, Travis	JR	\$200.00	Dr. O'Braitis
Taniguchi, Travis	JR	\$50.00	Dr. Turek
Taniguchi, Travis	JR	\$50.00	All League Sports
Taniguchi, Travis	JR	\$100.00	Power Cleaners
Taniguchi, Travis	JR	\$50.00	Howard Nakamura Orthodontics
Taniguchi, Travis	JR	\$50.00	Dr Tureks Wellness Center
Taniguchi, Travis	JR	\$100.00	Stan Burns Insurance
Taniguchi, Travis	JR	\$50.00	Berry Swirl
Taniguchi, Travis	JR	\$50.00	Flame Broiler
Taniguchi, Travis	JR	\$50.00	Cicero's Pizzeria
Taniguchi, Travis	JR	\$250.00	Lacrosse Monkey
Miller, Drew	SR	\$100.00	Schola
Stockhoff, Adam	SR	\$50.00	Hubbard & Heerdt
Stockhoff, Adam	SR	\$50.00	Half Chinese Girl Accounting
Stockhoff, Adam	SR	\$50.00	Trabuco General Store
Stockhoff, Adam	SR	\$50.00	The Robinson Companies
Stockhoff, Adam	SR	\$50.00	Rose Canyon Cantina & Grill
Siegfried, Shawn	SR	\$75.00	N. Green OD - Banner
Yarter, Jake	SR	\$200.00	J Anthony Pena
Blake, Jonathon	GR	\$500.00	The O.C. Register
Dickie, Curtis	GR	\$50	Tutto Fresco
Dickie, Curtis	GR	\$50	Fantastic Sams
Dickie, Curtis	GR	\$100	Strategic Paper
Dickie, Curtis	GR	\$100	USA Express
Griffin, Tyler	GR	\$200.00	Paws Pet Resort
Murphy, Ian	GR	\$100.00	Standard American Sweeping
<p>Player sponsors are protected until January 5, 2011. Players who sold advertising to these sponsors have first right of sales. Complete Game Day Program Ad Contracts are to be turned in to Michael McKahan and transferred locked sponsors are to emailed to: mmckahan@cox.net. (See Kick off packet for contact information) no later than 1/5/11 to retain sponsor ownership. Sponsors listed above are available to be signed by other players if sales confirmation is not received by 1/5/11. A FINAL protected sponsor roster will be published via e-mail for confirmation. Please contact Michael McKahan with any questions.</p>			



Game Day Program Ad Contract & Game Day Sponsor Coupons Contract

We are pleased to offer the 2011 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.

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 2011 THHS Game Day Lacrosse Program and participate in the 2011 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 2011 THHS Game Day Lacrosse Program.
<input type="checkbox"/>	I wish only to participate in the 2011 THHS Game Day Lacrosse coupon sheet.

2011 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, 2011 . We cannot guarantee ads received after February 20, 2011 will appear in the program.			
	Ad Size	Price	Ad Size
<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"	\$400.00	<input type="checkbox"/>
<input type="checkbox"/>			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>
			<input type="checkbox"/>

2011 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	Price
<input type="checkbox"/>	Coupon 3½" x 2" without advertisement in 2011 THHS Game Day Lacrosse Program	\$100.00
<input type="checkbox"/>	Coupon 3½" x 2" with advertisement in 2011 THHS Game Day Lacrosse Program	\$50.00

2011 THHS Game Day Lacrosse Program Ads Total \$ _____
2011 THHS Game Day Lacrosse Sponsor Coupons Total \$ _____

2011 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 2011 THHS Game Day Lacrosse Program and or coupon(s) space in the 2011 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.**

2011 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"	\$200.00
<input type="checkbox"/>	Inside Front (color) 7¾" x 10¼"	\$500.00	<input type="checkbox"/>	Quarter Page(bw) 3⅝" x 4⅞"	\$100.00
<input type="checkbox"/>	Inside Back (color) 7¾" x 10¼"	\$500.00	<input type="checkbox"/>	Business Card (bw) 3½" x 2"	\$50.00
<input type="checkbox"/>	Full Page (bw) 7¾" x 10¼"	\$400.00			

2011 THHS Game Day Lacrosse Sponsor Coupons		
Qty		Price
<input type="checkbox"/>	Coupon 3½" x 2" without advertisement in 2011 THHS Game Day Lacrosse Program	\$100.00
<input type="checkbox"/>	Coupon 3½" x 2" with advertisement in 2011 THHS Game Day Lacrosse Program	\$50.00

2011 THHS Game Day Lacrosse Program Ads Total \$ _____
2011 THHS Game Day Lacrosse Sponsor Coupons Total \$ _____
2011 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.**

2011 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"	\$200.00
<input type="checkbox"/>	Inside Front (color) 7¾" x 10¼"	\$500.00	<input type="checkbox"/>	Quarter Page(bw) 3⅝" x 4⅞"	\$100.00
<input type="checkbox"/>	Inside Back (color) 7¾" x 10¼"	\$500.00	<input type="checkbox"/>	Business Card (bw) 3½" x 2"	\$50.00
<input type="checkbox"/>	Full Page (bw) 7¾" x 10¼"	\$400.00			

2011 THHS Game Day Lacrosse Sponsor Coupons		
Qty		Price
<input type="checkbox"/>	Coupon 3½" x 2" without advertisement in 2011 THHS Game Day Lacrosse Program	\$100.00
<input type="checkbox"/>	Coupon 3½" x 2" with advertisement in 2011 THHS Game Day Lacrosse Program	\$50.00

2011 THHS Game Day Lacrosse Program Ads Total \$ _____
2011 THHS Game Day Lacrosse Sponsor Coupons Total \$ _____
2011 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 - \$400
(B/W) 7³/₄" x 10¹/₄", no bleed

Inside front cover - \$500
(Color) 8¹/₂" x 11"; full bleed.

Inside back cover - \$500
(Color) 8¹/₂" x 11"; full bleed.

Vertical position
proof must fit inside this box.

Quarter page - \$100

3⁵/₈" x 4⁷/₈"

Vertical position
proof must fit inside this box.

Half page - \$200

7³/₄" x 4⁷/₈"

Horizontal position
proof must fit inside this box.

Business Card - \$50

3¹/₂" x 2"

Horizontal position,
proof must fit inside this box.

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.

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.